MKT4613: DISSERTATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Dissertation

Subject Code
MKT - Marketing
Course Number
4613

Academic Unit
Marketing (MKT)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
0-6

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

The dissertation course is a research-based and process-oriented course. It presents the students with an opportunity to demonstrate initiative and innovative abilities and to develop organizing and planning skills in academic research, together

with skills involving data collection, documentation and presentation. Students will be expected to investigate an academic area of their own choice to a substantial depth, in a way that encourages application and integration of the knowledge gained through the course and other courses of the curriculum. The project will allow the students to build self-confidence, demonstrate independence, and develop a research-based approach to solving problems in practice.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Integrate knowledge gained through previous courses to identify a research topic.	5	x	x	
2	Plan the research design and formulate hypotheses if applicable.	20	x	x	
3	Conduct the research and implement the data collection plan.	40	x	x	x
4	Structure and write the dissertation.	20		x	x
5	Orally present and defense the findings and arguments of the dissertation.	15		x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Determine the Dissertation Topic	- With supervisor's advice, review the literature. - Propose the dissertation topic after discussion with the supervisor.	1	
2	Plan the Research and Formulate Hypotheses if Needed	- With supervisor's advice, determine the most appropriate methodology and plan the research and data collection plan. - Formulate hypotheses with supervisor's advice, if needed.	2	
3	Implement the Research Plan and Collect the Data	With the supervisor's supervision, conduct the research and collect the data. Meet the supervisor periodically.	3	

4	Structure and Write the Dissertation	Write the dissertation and seek the supervisor's advice and comment in eavh stage of the writing. Meet the supervisor periodically.	4	
5	Oral Defense	Oral defense the methodology, data collection, findings and implications before a group of experts and professors.	5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Dissertation (at least 12,000 words)	1, 2, 3, 4, 5	85	Pass/Fail Grading
2	Oral Defense	2, 3, 4, 5	15	Pass/Fail Grading

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Dissertation (at least 12,000 words)
The dissertation requires the student to introduce the topic, review the literature, explain the methodology and research design, summarize the data collected, distill and discuss the findings, draw implications for the academic and business respectively, and conclude the research.

Oral Defense
Oral examination by a group of experts and professors to test the student's understanding and management of the research process and interpretation of the results.

Assessment Rubrics (AR)

Assessment Task

Dissertation

Criterion

The student should demonstrate his/ her ability to independently plan and manage academic research on a business or marketing topic.

Pass (P)

Adequate evidence that the student can independently plan and manage academic research.

Failure (F)

Inadequate evidence that the student can independently plan and manage academic research.

Assessment Task

Oral Defense

Criterion

The student should be able to demonstrate his/her understanding and ability to manage the research process and interpret the results.

Pass (P)

Adequate evidence that the student understands the research process and can manage the process and interpret the results.

Failure (F)

Inadequate evidence that the student understands the research process and can manage the process and interpret the results.

Part III Other Information

Keyword Syllabus

Dissertation, research, data collection, methodology, oral defense.

Reading List

Compulsory Readings

	Title
1	Nil

Additional Readings

	Title
1	Nil