

Subject Code	MM594
Subject Title	Business Analytics Dissertation
Credit Value	9
Level	5
Normal Duration	2 consecutive semesters
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Research Methods (MM501)
Objectives	<p>Students are to integrate and apply what they have learned from the compulsory and elective subjects to conducting an empirical study in business analytics.</p> <p>This subject contributes to the achievement of the MSc BA Programme Outcome 2 (Demonstrate the ability to think critically and creatively within the domain of business analytics and be proficient in analytics tools, such as data mining techniques as provided in Python).</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> critically and intellectually examine a topic of interest; use rigorous research methods and techniques to collect and analyse data; and apply concepts and theories to solving problems and issues.
Subject Synopsis/ Indicative Syllabus	<p>The student works individually and independently on a research topic under the supervision of an academic member of staff. For assessment:</p> <ol style="list-style-type: none"> Research Proposal In consultation with the supervisor, the student proposes a plan, which must show evidence of having conducted sound background literature research, and which must contain: <ol style="list-style-type: none"> aims and objectives; literature review; research problem; research methodology; and research schedule. Progress Reports The student is to seek advice from the supervisor on a regular basis. The supervisor monitors and evaluates the student's performance, for example through verbal presentation, submission of draft chapters and annotated bibliographies, discussion of assigned readings, comprehension of tasks on hand, and thoroughness of investigation. Dissertation This final paper is assessed on the following bases: <ol style="list-style-type: none"> the extent to which the student has met the objectives of the dissertation; the degree of originality; the significance of the findings; the way in which the student has drawn upon and has integrated theories; the research techniques; and the overall quality of the written presentation. Oral Examination The oral examination is partly to satisfy the panel of examiners that the work is the

	<p>student's own. During the oral examination, the student is required to answer queries relating to the dissertation and identify applications and future directions. It is graded according to the student's:</p> <p>(a) grasp of the problem; (b) ability to answer queries; and (c) presentation and communication skills.</p>																																																										
Teaching/Learning Methodology	<p>There are no classes. The student works individually and independently under the guidance and supervision of an academic member of staff to develop a research proposal, conduct empirical investigation of a problem of some academic or practical significance, write a dissertation, and attend an oral examination. The supervisor will meet with the student regularly to keep track of the latter's progress.</p>																																																										
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 584 1481 1294"> <thead> <tr> <th data-bbox="424 584 855 719" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="855 584 1002 719" rowspan="2">% weighting</th> <th colspan="5" data-bbox="1002 584 1481 719">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="1002 719 1098 786">a.</th> <th data-bbox="1098 719 1193 786">b.</th> <th data-bbox="1193 719 1289 786">c.</th> <th data-bbox="1289 719 1385 786"></th> <th data-bbox="1385 719 1481 786"></th> </tr> </thead> <tbody> <tr> <td data-bbox="424 786 855 853">Continuous Assessment*</td> <td data-bbox="855 786 1002 853">100%</td> <td data-bbox="1002 786 1098 853"></td> <td data-bbox="1098 786 1193 853"></td> <td data-bbox="1193 786 1289 853"></td> <td data-bbox="1289 786 1385 853"></td> <td data-bbox="1385 786 1481 853"></td> </tr> <tr> <td data-bbox="424 853 855 954">1. Research Proposal (Supervisor)</td> <td data-bbox="855 853 1002 954">5%</td> <td data-bbox="1002 853 1098 954">✓</td> <td data-bbox="1098 853 1193 954">✓</td> <td data-bbox="1193 853 1289 954"></td> <td data-bbox="1289 853 1385 954"></td> <td data-bbox="1385 853 1481 954"></td> </tr> <tr> <td data-bbox="424 954 855 1021">2. Progress Reports (Supervisor)</td> <td data-bbox="855 954 1002 1021">5%</td> <td data-bbox="1002 954 1098 1021">✓</td> <td data-bbox="1098 954 1193 1021">✓</td> <td data-bbox="1193 954 1289 1021">✓</td> <td data-bbox="1289 954 1385 1021"></td> <td data-bbox="1385 954 1481 1021"></td> </tr> <tr> <td data-bbox="424 1021 855 1122">3. Dissertation (Supervisor and Second Examiner)</td> <td data-bbox="855 1021 1002 1122">70%</td> <td data-bbox="1002 1021 1098 1122">✓</td> <td data-bbox="1098 1021 1193 1122">✓</td> <td data-bbox="1193 1021 1289 1122">✓</td> <td data-bbox="1289 1021 1385 1122"></td> <td data-bbox="1385 1021 1481 1122"></td> </tr> <tr> <td data-bbox="424 1122 855 1223">4. Oral Examination (Supervisor and Second Examiner)</td> <td data-bbox="855 1122 1002 1223">20%</td> <td data-bbox="1002 1122 1098 1223">✓</td> <td data-bbox="1098 1122 1193 1223">✓</td> <td data-bbox="1193 1122 1289 1223">✓</td> <td data-bbox="1289 1122 1385 1223"></td> <td data-bbox="1385 1122 1481 1223"></td> </tr> <tr> <td data-bbox="424 1223 855 1294">Total</td> <td data-bbox="855 1223 1002 1294">100 %</td> <td data-bbox="1002 1223 1098 1294"></td> <td data-bbox="1098 1223 1193 1294"></td> <td data-bbox="1193 1223 1289 1294"></td> <td data-bbox="1289 1223 1385 1294"></td> <td data-bbox="1385 1223 1481 1294"></td> </tr> </tbody> </table> <p data-bbox="424 1312 1481 1379">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each supervisor.</p> <p data-bbox="424 1406 1481 1473">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1507 1481 1574">Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome:</p> <p data-bbox="424 1608 1481 1709">MSc BA Programme Outcome 2 (Demonstrate the ability to think critically and creatively within the domain of business analytics and be proficient in analytics tools, such as data mining techniques as provided in Python) is assessed by final subject grade.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a.	b.	c.			Continuous Assessment*	100%						1. Research Proposal (Supervisor)	5%	✓	✓				2. Progress Reports (Supervisor)	5%	✓	✓	✓			3. Dissertation (Supervisor and Second Examiner)	70%	✓	✓	✓			4. Oral Examination (Supervisor and Second Examiner)	20%	✓	✓	✓			Total	100 %					
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Student Study Effort Expected	Student study effort:																																																										
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	▪ Preparation for Progress Reports	18 Hrs.																																																									
	▪ Preparation for Dissertation	245 Hrs.																																																									

	<ul style="list-style-type: none"> ▪ Preparation for Oral Examination 	70 Hrs.
	Total student study effort	351 Hrs.
Reading List and References	<ol style="list-style-type: none"> 1. References for research methodology are as per the subject MM501 Research Methods. For example: <p style="margin-left: 40px;">Sekaran, Uma and Bougie, Roger J. (2016). <i>Research methods for business: A skill building approach</i> (7th edition). New York: Wiley.</p> 2. In addition, students may find it useful to refer to one of the standard style guides. For example: <p style="margin-left: 40px;">American Psychological Association (2010). <i>Publication manual of the American Psychological Association</i> (6th edition). Washington, DC: American Psychological Association.</p> 3. The supervisor will provide guidance on readings in the substantive field of research. 	

December 2023