

Course Title	<b>FINAL PROJECT PHASE I</b>
Course Code	<b>PRO BUS I</b>
Course Purpose and Objectives	<p>The purpose of this course is to prepare students to gain the required research skills to successfully deliver their final year project. Students will be able to discuss various project structures, develop advanced search methods for conducting research, cultivate academic writing skills and techniques for producing a research paper, and apply effective project presentation techniques. Additionally, the course emphasizes the practical application of research methodology, including both qualitative and quantitative approaches, as well as the ethical integration of Artificial Intelligence (AI) tools throughout the research lifecycle.</p> <p>Students will also have the opportunity to select their project title and prepare its structure within this course, along with parts of the initial chapters, such as the introduction, research questions, literature review, and methodology. As part of this process, the Programme Coordinators will be invited to provide constructive feedback to each individual during a class workshop and share useful insight and guidance on effective research methodologies within each major.</p>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Build a good structure for a quality project by:</li> <li>2. Adapt effective and efficient research methods while developing a project by:</li> <li>3. Develop advanced writing techniques on the project thesis by:</li> <li>4. Design a project presentation in order to effectively communicate the information to interested parties by:</li> </ol>
Course Content	<p><b>PART A. 1 - THEORY</b></p> <p><b>RESEARCH METHODOLOGY</b></p> <p><b>RESEARCH DESIGN</b></p> <p><b>LITERATURE</b></p> <p><b>WRITING STRATEGIES</b></p> <p><b>RESEARCH ETHICS AND DEONTOLOGY</b></p> <p><b>THE PURPOSE STATEMENT</b></p> <p><b>RESEARCH QUESTIONS AND HYPOTHESES</b></p> <p><b>QUANTITATIVE METHODS</b></p> <p><b>QUALITATIVE METHODS</b></p>

## **MIXED METHODS PROCEDURES**

### **AI in Research**

#### **PART A. 2 – THEORY: Constructive Feedback and Guidance from Major Coordinators on Research Methodologies**

The Programme Coordinators will be invited to provide constructive feedback to each individual during a class workshop and share useful insight and guidance on effective research methodologies within each major.

### **INTRODUCTION TO SPSS**

### **QUANTITATIVE DATA ANALYSIS & INTRODUCTION TO SPSS**

### **QUALITATIVE DATA ANALYSIS**

### **INTRODUCTION TO NVIVO**

### **PART B - PRACTICE**

### **TOTAL PROJECT LENGTH**

10000 words  $\pm$  5%

On completion of the Final Project Phase 1 students must submit and present the 25% of the total project length.

### **ANALYSIS AND DEVELOPMENT OF THE PROJECT SECTION I**

### **ANALYSIS AND DEVELOPMENT OF THE PROJECT SECTION II**