Course Title	**ACADEMIC WRITING & RESEARCH METHODOLOGY**
Course Code	**PRO MBA 1**
Course Purpose and Objectives	The purpose of this course is to support students in developing the final thesis project for the MBA programme. At the beginning of this course, students decide on the project title and their supervisor. Students will be able to discuss various project structures, develop search methods in conducting research, develop good writing skills and techniques for a research paper and adapt effective project presentation techniques.
Learning Outcomes	1. Build a good structure for a quality project. 2. Adapt effective and efficient research methods while developing a project. 3. Develop advanced writing techniques on the project thesis. 4. Design a project presentation in order to effectively communicate the information to interested parties.
Course Content	**PART A - THEORY** **RESEARCH METHODS** **LITERATURE REVIEW** **QUANTITATIVE RESEARCH** **QUALITATIVE RESEARCH DESIGN** **ANALYSING STATISTICAL DATA** **PROJECT STRUCTURE** **PART B - PRACTICE** **TOTAL PROJECT LENGTH** 12000 words ± 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**