**Research Project Assignment Brief**

**Objectives**

To demonstrate a sufficient grasp of quantitative analysis order to undertake research projects independently.

**Introduction**

You will select and apply a range of analysis methods to a set of data that you will collect using a questionnaire or after designing an experiment. In order to undertake an independent research project, it is important that you have a firm grasp on different quantitative analysis techniques and clear idea about the topic you will be pursuing. The coursework is designed to enable you to demonstrate your ability to conduct research, and develop knowledge in the area you intend to pursue.

**Brief**

In your assignments you have to introduce your topic to the reader, explain the aim/objectives, the problem of the study and the rationale of the study. You then have to perform a detailed literature review using refereed journal articles that have addressed same or similar issues/challenges/ advantages/problems/solutions you are dealing with, in your research. At least 15 articles no older than 5 years that show a connection to your work should be cited in the assignment. Based on this literature review you need to demonstrate logically, what approach you are going to take and describe your methodology for applying and validating your approach, e.g. developing clear hypotheses. You may use some textbooks, books, newspapers... etc when discussing the theoretical concepts related to your assignment. Following this step, you discuss the methods you adopted, such as the sample, variables, measures and tests and analyse your data, get them presented and discussed. Finally, you end up with conclusions and recommendations. Your recommendations, for both practitioners and researchers, must be drawn from your findings and related well to the purpose/aim and problem of the assignment.

**Guide**

Your assignment should include the following sections:

1. Abstract
2. Introduction (background, problem, aim, objectives, rationale ... etc)
3. Literature Review including a Conceptual Framework
4. Methodology: (sample, measures, variables ... etc)
5. Data Analysis
6. Findings and Discussion
7. Conclusions and Recommendations
8. References
9. Appendices if needed

**Marking Scheme**

* This assignment represents 60% of your overall module mark.
* Report/Paper will be assessed according to the following criteria:
  + Abstract & Introduction.
  + Literature Review including a Conceptual Framework.
  + Research Methodology, and data gathering.
  + Data Analysis and Discussion.
  + Conclusions and Recommendations.
  + Overall report presentation including spelling and grammar.

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Notes:

* The data analysis must include at least “two” multivariate data analysis approaches.
* The analysis procedure should follow the approach used in the course.
* The assignment must be submitted via Turn-it-in. Please remember that marks for assignment

will also be awarded in relation to presentation and structure.

**Deadlines**

• The assignment report/paper will be on June 17, 2020.