

Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program Faculty of Management and Finance University of Ruhuna

BBA 42019: Dissertation

Level: 4000

Number of Credits : 03

Course Description

This course unit is designed to provide students with the knowledge and skills necessary to conduct independent research and write a dissertation. The students will learn about the research process, from developing a research problem to writing and defending their dissertation.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Formulate a research problem.
- Demonstrate a comprehensive understanding of the research process.
- Conduct a comprehensive literature survey relating to a selected field.
- Apply appropriate research methods to achieve research objectives and to address the identified problem.
- Analyze and interpret research data and write an effective dissertation.
- Apply ethical guidelines in research.
- Defend arguments within the framework of the research.

Teaching/Learning Methods

Seminar, workshops, individual supervision, and guidance

Methods of Assessment

Viva Voce Examination	: 30%
Dissertation	: 70%

Course Contents

The students are required to conduct an independent research and write a dissertation.

Academic supervisor/s will be appointed to guide the research work.

The academic guidance will be provided on the following areas.

1. Research problem identification
2. Literature review
3. Research design and methodology
4. Data collection
5. Data analysis and interpretation
6. Dissertation writing and formatting.
7. Ethics in research
8. Presentation and defense of research findings

Recommended Readings

1. Recommended readings will be informed by the academic supervisor/s