

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: All compulsory subjects, plus Research Methods (MM501)
Role and Purposes	<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 SAS and IBM SPSS modeler).</p>
Subject 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>																																																						
<p>Teaching/Learning Methodology</p>	<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>																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="424 589 1481 1294"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Research Proposal (Supervisor)</td> <td>5%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Progress Reports (Supervisor)</td> <td>5%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>3. Dissertation (Supervisor and Second Examiner)</td> <td>70%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>4. Oral Examination (Supervisor and Second Examiner)</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each supervisor.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome:</p> <p>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 SAS and IBM SPSS modeler) is assessed by final subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The four components of Continuous Assessment are designed to ensure that the student –</p> <ul style="list-style-type: none"> ▪ engage in an independent research project; ▪ intellectually examine a topic through relevant literature review; ▪ conduct rigorous and sound empirical research; and ▪ apply concepts and theories to tackling actual issues. 	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:	
	▪ Preparation for Research Proposal	18 Hrs.
	▪ Preparation for Progress Reports	18 Hrs.
	▪ Preparation for Dissertation	245 Hrs.
	▪ Preparation for Oral Examination	70 Hrs.
	Total student study effort	351 Hrs.
Reading List and References	<p>1. References for research methodology are as per the subject MM501 Research Methods. For example:</p> <p>Sekaran, Uma and Bougie, Roger J. (2016). <i>Research methods for business: A skill building approach</i> (7th edition). New York: Wiley.</p> <p>2. In addition, students may find it useful to refer to one of the standard style guides. For example:</p> <p>American Psychological Association (2010). <i>Publication manual of the American Psychological Association</i> (6th edition). Washington, DC: American Psychological Association.</p> <p>3. The supervisor will provide guidance on readings in the substantive field of research.</p>	