Assignment brief – LT5094

LONDON
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Module Title:	LT5094 Field Trip		
Module Leader:	Dr Ela Rogers	Office No.:	T3-02
Assignment Title:	Individual research report (2000 words)	Weighting:	100%
Submission Deadline:	10th May 2024, 3.00pm		

Learning Outcomes

1. To demonstrate analytical skills for problem-solving in terms of problem identification, methodology, data collection, analysis, conclusions, and presentation.
2. To present a business and management-related practical problem from the real world, using a logical structure and evaluating appropriate ethical considerations and methods, techniques, and tools.
3. To apply conceptual frameworks cognate to the course attended in practical terms as used in industry.

Task

The assignment is **individual**. The individual research report equals 100% of the module mark.

Assignment task:

As much as the assignment is individual, all data necessary to prepare and write it can be gathered by a group during the field course in Brighton. All primary data collected during the field course shall be shared among members of a particular group.

Based on the work completed in workshops and data collected during fieldwork, each student is to individually write a <u>reflective research report</u> supported by data presentation. The main aim of the report is to **answer the research question you have set**, based on the data collected. The research report shall follow a given template and consist of the following sections:

Title [Research report: <u>insert research question</u>]

Executive Summary
1. *Research topic choice*
2. *Preliminary literature review*
3. *Research methodology design*
4. *Primary data collection process*
5. *Data analysis and discussion*
6. *Implications for further research*
Bibliography
Appendices

<u>**Detailed suggestions**</u>:

Title – please use the research question as the title of the report in the following format: *Research report: [insert RQ]*

Research topic choice

This part shall provide a <u>record</u> and <u>reflection</u> on the process you have followed to choose the research topic, incl. where was the inspiration from? (e.g. personal interest, relation to the course studied, ideas from the module materials – lecture, key concept books, etc.) and how you have narrowed down your research topic to a feasible idea, incl. literature consulted, and feedback. A mind map (implemented as Fig.1) of the research topic [see W4 slides 11-14] shall be included as a visual representation of the process.

Preliminary literature review

Start by presenting <u>keywords</u> (incl. expressions and word combinations) used while performing the search for literature related to your chosen topic. Name <u>databases</u> used to find key research. This should be a reflective account, taking into consideration changes made to your approach due to insufficient outcomes (if happened), feedback, lessons learned, etc. Next, include a table (as Table 1) outlining the outcomes of the preliminary literature research [see W4 slides 19-23]. The table shall be followed by a discussion that justifies the choice of your final research focus, ideally using the suggestions linked to areas for further research that emerged from the literature reviewed. Finish by defining the key concept(s) you will be studying and reference the source(s) of these definitions.

Research methodology design

The research methodology section is also a <u>reflective</u> and detailed account of the process followed in the design of the research methodology. Start by presenting the research framework: research question for the project (the same as the title of your report), aim, and list of objectives (tasks). This can be included as a table or diagram *[e.g. SmartArt tool in MS Word]*. Next, outline your thinking regarding the choice of research respondents [who/what and why them/these?] and sampling strategy [how to find/get access to chosen respondents?, sample size] followed by consideration of suitable research tools. Finally, include commentary regarding the process of research tools design, accounting for challenges and lessons learned, incl. feedback. Please remember to add all research tools to the appendix, e.g. survey or/and interview questionnaire.

Primary data collection process

This part refers to the field day(s) in Brighton - it shall include times, duration, place, etc. of all primary research techniques undertaken, together with reflections on the data collection process - strengths and weaknesses of the chosen approach, challenges and obstacles that you have encountered and reflection on the manner this could have been predicted/prepared for/avoided? How easy or difficult have you found the process of data collection? What research technique(s) have you found easier or more difficult than originally thought? What types of errors have you made and how can you avoid these in the future?

Data analysis and discussion

This is a more typical report part, where you present the gathered information in a systematic manner. This is a space to present sample demographics (if relevant) and all relevant data analysed in a statistical or/and graphical manner wherever possible (tables, charts, diagrams, maps, word clouds, etc.). Use as much of data presentation options as possible – remember that tables and figures do not add up to the word count. Data presented shall be accompanied by a discussion, where you deduct from the findings **what is the answer to the research question**. To do so, start by answering each objective of the study separately and support your findings with arguments taken from the data collected. In the final paragraph, you shall provide an answer to the research question. If you are able to, reflect on your findings in relation to the

literature – are your findings corresponding to the preliminary literature review or are somehow contradictory?

Implications for further research
As you shall be aware by now, good research concludes with ideas for further research, usually as a consequence of limitations to the research and data collection process. You can finish this part with a word of advice to future students of the module, reflecting on your journey in this module, and its contribution (or lack of) to the development of your research confidence and skills.

Bibliography
Use Harvard standards throughout. Reference sources used in the process of deciding on the topic and academic research consulted in the preliminary research review. Do not forget to include resources that might have helped you to design your research tools correctly.

Appendices
Include **ALL** primary data collection tools (in the original version, *not filled in*) such as survey questionnaires, interview questionnaires, observation and audit templates, etc.

Format

The written research report (2000 words) divided into sections as presented in the template above.

Assessment Criteria

Please see Weblearn for the Marking Criteria for Level 5 Undergraduate Degree and the specific marking sheet for the A1 assignment.

Submission

The following submission instructions apply and must be strictly adhered to:
  •   Submission of the written paper is **online only**, via Weblearn link provided in LT5094 Online Assessments submissions folder. Paper copies will not be accepted.

The normal University rules apply to this assignment. Any late submissions shall be delivered via the mitigating circumstances process.