



MASTER OF BUSINESS ADMINISTRATION

BUSINESS RESEARCH


ASSIGNMENT

Please refer to the **Academic Calendar** for the assignment submission dates.

TECHNICAL REQUIREMENTS AND ASSIGNMENT INSTRUCTIONS

- Ensure that your **first name, surname, student number, the course code number and total number of pages** appear on the front cover of your assignment.
- Assignments **must be submitted online via the Turnitin link** on your course subject page. Assignments may not be submitted via e-mail.

Here is an example of the assignment submission link:

 [BPM_Public_Policy_Assign_Sub_7April2016](#)

- You will find instructions on how to upload assignments in the Turnitin guide to submitting papers here: <https://portal.regenesys.net/course/view.php?id=43>
- Answer this assignment according to the guidelines in the Assignment Submission Guide, which you can download here: https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Ensure that you have a thorough understanding of the frequently used terms in assessments. For an explanation of assessment terminology, go to: https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Start this assignment as soon as possible. It will help you focus on important parts of the subject content early in your studies.

Assignment format

Programme assignment submission guidelines	Assignment length – maximum words	Minimum references required in bibliography	Maximum similarity index permitted
Master's	5,000-6,000	15	15%
Postgraduate diploma	4,500-5,500	10	15%
Third year	3,500-4,500	7	20%
Second year	3,000-4,000	5	20%
First year and higher certificate	3,000-3,500	3	20%

- Use Arial 11pt, 1.15 spacing.
- Write your responses in **ESSAY AND PARAGRAPH FORMAT**. Avoid bullet-type responses.
- Appendices may be a maximum of three pages each, with the information in them relevant to the assignment and summarised. Provide relevant links referenced in your appendices so that your assessor can evaluate them.
- Respect the introduction, body and conclusion format for answering questions – these count for marks.

MARK ALLOCATION GUIDELINES					
Introduction and conclusion	Up to 5% for clear statement of purpose, clear outline of aspects covered in assignment, summarising key issues in the assignment; relevance of summary to assignment				
Referencing	No in-text referencing or reference list = 0%	Minimal referencing evident = 1-4%	Referencing evident but inconsistent, incomplete, and fewer than required = 5%	Depending on application of referencing techniques in text, in reference list, and variety and number of references consulted – substantially exceeding the minimum number required = 6%-9%	Perfect in-text referencing, reference list, variety and number of references consulted and substantially exceeding the minimum number of references required = 10%
Body	The marks awarded for the questions you answer or tasks you perform will be calculated out of 100. These will be recalculated to count for 85% of the total assignment mark.				
More details on mark allocation can be found in the assignment submission guidelines at https://portal.regenesys.net/course/view.php?id=43					

Referencing

- Plagiarism is a serious offence. Do not copy directly from any text unless absolutely necessary. Enclose quotes in inverted commas to indicate that they are not your words, and include an in-text reference with each quote. Paraphrase all the reference comments that you use and include appropriate reference and page numbers.
- Use the in-text referencing method prescribed by Regenesys under guidelines and policies on the student portal. Consult the referencing mark allocation guide for the minimum number of references needed for this assignment.
- Full referencing of all sources, including page numbers in in-text referencing, is essential. For example: (Gitman, 2010:15) in text, and then in your reference list:
Gitman, L.J. 2010, *Principles of Managerial Finance*, Cape Town: Pearson Education.
- Extensive and credible academic references are required to demonstrate that you have researched the topics fully and so that you can substantiate your arguments critically.

NOTE: At postgraduate level, you are expected to substantiate your answers with evidence from independent research.

You may work on this assignment in a group **BUT** you must write the assignment individually, and in your own words. If **NOT**, you will be told you have copied, and you will have to do a brand new assignment. The mark will be capped at 60%, and you will have to pay a resubmission fee.

INTRODUCTION TO THE ASSIGNMENT

- This assignment consists of **TWO** questions. Both of them are compulsory.
- Question 2 requires you to write a research proposal that will form the basis of your mini dissertation. Follow the structure provided and other guidelines in the questions.
- All the best!

ASSIGNMENT QUESTIONS

QUESTION 1

[25 MARKS]

- 1.1 Content analysis is a commonly used system of analysis of qualitative data. Outline advantages of content analysis. (8)
- 1.2 Discuss practical applications of content analysis. (6)
- 1.3 Outline three possible problems with using content analysis. (6)
- 1.4 For content analysis to be rich and meaningful, it relies on coding. Explain the difference between emergent coding and a priori coding. (5)

QUESTION 2

[75 MARKS]

You are required to draw up a research proposal, based on the topic or research problem that you have chosen for your final mini dissertation. This proposal will form the basis of your mini dissertation. The cover page of your proposal should contain the proposed topic of research, your name, surname and student number. Follow the following outline when writing your proposal.

1. **Background to the proposed research:** (10)
- Provide an adequate background to the proposed research making use of preliminary literature to show that there is a gap to be filled by the study;
 - The background lays the foundation to the identification of the problem statement;
 - Define, explain and articulate basic terms and concepts – either under a separate heading, or as suitable subheadings to ensure that the reader has a solid understanding of these terms and concepts; and
 - Have a research title (which expands on the research topic) briefly describing key variables in the study and dovetailing into problem identification section.

- 2. Problem identification:** (10)
- Given the background in 1, clearly state and define the problem or line of enquiry of the proposed research;
 - Clearly formulate the basic research problem or problem statement. The proposed research problem should be concise;
 - Flowing from the crisp research problem or problem statement, state the research question(s) and study's objectives or hypotheses; and
 - Avoid indulging in jargon, which obscure rather than articulate what the research problem is.
- 3. Preliminary literature review:** (20)
- Articulate the study's conceptual framework and theoretical assumptions. Make use of separate headings or sub-headings. The scope of the study should be explained;
 - Although the literature review is preliminary at this stage, there has to be substantial evidence of solid review of the literature that inform the proposed research;
 - Theoretical engagement with the relevant literature is needed. Do not regurgitate the literature reviewed. It has to be analysed and relevantly applied or related to the topic being research;
 - Appropriate literature must be examined in order to augment what is discussed in the problem statement section and bring out the gap to be filled by the proposed research;
 - Relevant sources must be used, especially seminal researchers in the field the proposed research falls in;
 - The literature review should correspond with the research questions and objectives or hypotheses of the research; and
 - Cited references must be acceptable.
- 4. Research design and methodology:** (20)
- The proposed research topic and the research design should be well structured and outlined;
 - Articulate the research methodology;
 - The alignment between research questions and objectives or hypotheses of the research should be clear;
 - Clearly explain the sampling methodology, data collection methods, type of data, sources, etc. These need justification with regards to appropriateness to the research topic, questions and objectives or hypotheses; and
 - Discuss ethical considerations in data collection, storage, usage, and analysis.

5. Significance of the proposed research: (5)

- Address why it is important to undertake this research? Whom will it benefit or to whom will it be important?
- Will the proposed research promote further investigation within and/or across disciplines and fields? Will it bring innovations in the current work environment or industry? Will the proposed research influence policy and explain how it achieves that?
- Clearly identify expected outcome(s) of the proposed research.

6. Feasibility of the proposed research: (5)

- Consider is the problem researchable and is it feasible given submission timelines?
- Is preliminary data available?
- Availability of resources like funding to collect data, support from assistant data collectors, etc.

7. Technical aspects: (5)

- Correct referencing (APA 7 style);
- Use of headings and subheadings; and
- Grammar, spelling, punctuation, and general presentation.

In general, ensure the following:

- Have a cover page and should contain relevant information as already mentioned;
- Contents page has corresponding page numbers;
- All abbreviations should be defined;
- Define all relevant terms;
- Pages are numbered;
- Pages ordered correctly;
- Correct spelling;
- Correct grammar;
- Professional overall appearance of research report; and
- No plagiarism will be tolerated.

Total Marks: 100



Date Issued:

Form No:
1

Version

Learner's Surname and Name:

Learner Number:

Course Name and No:

Module Name:

Date in:

Date marked:

Final Mark:

Marker:

ASSESSMENT CRITERIA Only relevant criteria are used for your assignment	Excellent	Good	Adequate	Needs improvement	ASSESSMENT CRITERIA Only relevant criteria are used for your assignment	Excellent	Good	Adequate	Needs improvement
OVERALL IMPRESSION OF PROPOSAL					STRUCTURE OF ASSIGNMENT				
Overall quality of research proposal					Cover page contains relevant information				
Research proposal was well structured					Contents page has corresponding page numbers				
Coherency of chapters					Abbreviated all relevant terms				
Understood research tools and concepts					Defined all relevant terms				
Applied research tools and concepts well					Pages are numbered				
Related theory to discussions well					Pages ordered correctly				
Provided relevant information					Correct spelling				
Demonstrated critical analysis					Correct grammar				
Arguments flowed logically and coherently					Overall appearance of research report				

1. BACKGROUND TO THE PROPOSED RESEARCH (10 marks)	9-10 marks	7-8 marks	5-6 marks	1-4 marks	REFERENCING				
	Excellent	Good	Adequate	Needs improvement					
Provided an adequate background to the proposed research making use of preliminary literature to show that there is a gap to be filled by the study.					Referenced appropriately				
The background lays the foundation to the identification of the problem statement.					Did not plagiarise				
Defined, explained and articulated basic terms and concepts – either under a separate heading, or as suitable subheadings to ensure that the reader has a solid understanding of these terms and concepts.					Reference page				
Have a research title (it expands on the research topic) briefly describing key variables in the study and dovetailing into problem identification section.					APPENDIX				
Considering what is covered under section 1, allocate final marks: ____/10					Relevant information included				
2. PROBLEM IDENTIFICATION (10 marks)	9-10 marks	7-8 marks	5-6 marks	1-4 marks	Clearly headed				
	Excellent	Good	Adequate	Needs improvement					
Given the background in 1, clearly stated and defined the problem or line of enquiry of the proposed research.					RECOMMENDATIONS FOR IMPROVEMENT	Please tick			
Clearly formulated the basic research problem or problem statement. The proposed research problem is concise.					Your Supervisor needs to approve your data collecting tool(s) before you can proceed				
Flowing from the crisp research problem or problem statement, the student stated the research question(s) and study's objectives or hypotheses.					Reread the research workbook carefully				
Avoided indulging in jargon, which obscure rather than articulate what the research problem is.					Justify responses				
Considering what is covered under section 2, allocate final marks: ____/10					Be more analytical				

3. PRELIMINARY LITERATURE REVIEW (20 marks)	18-20 marks	15-17 marks	10-14 marks	1-9 marks	Report needs to be more coherent				
	Excellent	Good	Adequate	Needs improvement					
Articulated the study's conceptual framework and theoretical assumptions. Made use of separate headings or sub-headings. The scope of the study is explained.					Write in full sentences, avoid writing in bullet points				
Although the literature review is preliminary at this stage, there is substantial evidence of solid review of literature that informed the proposed research.					Avoid plagiarising				
Theoretical engagement with relevant literature is evident. Does not regurgitate the literature reviewed. Literature was analysed and relevantly applied or related to the topic being researched.					Avoid copying from the workbook				
Appropriate literature was examined in order to augment what is discussed in the problem statement section and brought out the gap to be filled by the proposed research.					Need to consult more literature				
Relevant sources are used, especially seminal researchers in the field the proposed research falls in.					Edit/proofread your report before submission				
The literature review corresponds with the research questions and objectives or hypotheses of the research.					Type your research report				
Cited references are acceptable.					Chapters should be linked and flow logically				
Considering what is covered under section 3, allocate final marks: ___/20					Include appropriate sub-headings				
4. RESEARCH DESIGN AND METHODOLOGY: (20 marks)	18-20 marks	15-17 marks	10-14 marks	1-9 marks	Improve structure of report so the content flows coherently				
	Excellent	Good	Adequate	Needs improvement					
The proposed research topic and the research design are well structured and outlined.					Reference work				
Articulated the research methodology.					This proposal needs much more effort/work				
The alignment between research questions and objectives or hypotheses of the research are clear.									
Clearly explained the sampling methodology, data collection methods, type of data, sources, etc. These need justification with regards to appropriateness to the research topic, questions and objectives or hypotheses.					OVERALL COMMENTS				
Discussed ethical considerations in data collection, storage, usage, and analysis.									
Considering what is covered under section 4, allocate final marks: ___/20									

5. SIGNIFICANCE OF THE PROPOSED RESEARCH: (5 MARKS)	5 marks	4 marks	3 marks	1-2 marks
	Excellent	Good	Adequate	Needs improvement
Address why it is important to undertake this research? Whom will it benefit or to whom will it be important?				
Will the proposed research promote further investigation within and/or across disciplines and fields? Will it bring innovations in the current work environment or industry? Will the proposed research influence policy and explain how it achieves that?				
Clearly identified expected outcome(s) of the proposed research.				
Considering what is covered under section 5, allocate final marks: ___/5				
6. FEASIBILITY OF THE PROPOSED RESEARCH: (5 MARKS)	5 marks	4 marks	3 marks	1-2 marks
	Excellent	Good	Adequate	Needs improvement
Is the problem researchable and is it feasible given submission timelines?				
Is preliminary data available?				
Availability of resources like funding to collect data, support from assistant data collectors, etc. considered?				
Considering what is covered under section 6, allocate final marks: ___/5				
7. TECHNICAL ASPECTS: (5 MARKS)	5 marks	4 marks	3 marks	1-2 marks
	Excellent	Good	Adequate	Needs improvement
Correct referencing (APA 7 style).				
Use of headings and subheadings.				
Grammar, spelling, punctuation, and general proposal presentation.				
Considering what is covered under section 7, allocate final marks: ___/5				

REGENESYS MANAGEMENT



Examiners report on mini-dissertation (proposal) submitted for the degree of Masters in Public Management / Master of Business Administration by coursework and mini-dissertation.

Title of the work

Candidate

Name of Examiner

Academic and professional qualifications

Position held and name of institution

Signature

Date

EXAMINER'S RECOMMENDATION

In addition to your detailed report, please answer all the questions below by indicating "yes" or "no" in the box provided, and if desired, make any additional comments on the lines that follow.

1	Does the minor-dissertation reveal an adequate acquaintance with the application of methods of research	Yes	No
2	Is the Research Report satisfactory as regards literary style and presentation?	Yes	No
3	Does the Research Report make a contribution to the advancement of knowledge in the subject?	Yes	No
4	Does the Research Report reveal originality of approach or involve original research? (An affirmative answer to this question (on originality) will be a significant, but not the sole factor, in determining whether the degree should be awarded with distinction)	Yes	No
5	a) Do you find the research report adequate as it stands?	Yes	No
	Or b) Are minor corrections necessary nonetheless?	Yes	No
6	If you do not find the Research Report adequate as it stands, do you recommend outright rejection? (Outright rejection' means that your opinion is that the work cannot be accepted for the degree in any form?)	Yes	No

7	Do you recommend award of the Research Report with distinction? (Please indicate the grounds for your recommendation in your report)	Yes	No
8	If your answer to 7 was in the negative, would you object the award of the Research Report with distinction if the other examiner recommends?	Yes	No
9	What mark do you recommend should be awarded?	Yes	No
10	Please provide a detailed report on additional pages in accordance with the enclosed.	Yes	No
Comments:			