

UoS Business Forum 2014



GUIDELINES FOR THE PROJECT

Length: 15-25 pages or 3,000-5000 words

<i>Criteria</i>	<i>Sub-Components</i>	<i>Weight (Mark out of 100)</i>	<i>Mark Given for this project</i>
Introduction	<ul style="list-style-type: none"> - Outline of the relevance/importance of the chosen case -Announce what you want to do and how you will make it (structure of the report) 	5 marks	
Theoretical Back ground	<ul style="list-style-type: none"> - To review some relevant articles and books and summaries the main ideas in your own words. The minimum references to be used is 10 references (i.e. books, journals and websites). 	25 marks	
Research Methodology	<ul style="list-style-type: none"> - To explain the purpose of the study, the scope, the source of data, , research questions or hypotheses and techniques and methods adopted 	10 marks	
Empirical Analysis	<ul style="list-style-type: none"> - To apply some statistical techniques or to calculate some ratios and analyze the results. 	35 marks	
Conclusions and Recommendations	<ul style="list-style-type: none"> - summary/ overview of key issues and arguments - explain what you learnt from the project in terms of relevance of theory and practice - provide solutions and recommendations 	10 mark	
References	<ul style="list-style-type: none"> - You must provide all references you have used in your project 	10 mark	

Format	<ul style="list-style-type: none"> - Must have assignment cover sheet with names and student ID of all students involved in the written work. - Grammar : Always do a spell check before submitting an assignment and check wording - Length: You must not exceed 25 pages. 	5 mark	
TOTAL MARK		100	