

MKT4613: DISSERTATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Dissertation

Subject Code

MKT - Marketing

Course Number

4613

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Two Semesters (Sem A + Sem B, Summer + Sem A, or Sem B + Summer)

Credit Units

0-6

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The dissertation course is a research-based and process-oriented course. It presents the students with an opportunity to demonstrate initiative and innovative abilities and to develop organizing and planning skills in academic research, together with skills involving data collection, documentation and presentation. Students will be expected to investigate an academic area of their own choice to a substantial depth, in a way that encourages application and integration of the knowledge gained through the course and other courses of the curriculum. The project will allow the students to build self-confidence, demonstrate independence, and develop a research-based approach to solving problems in practice.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the Integrated knowledge gained through previous courses to identify a research topic.	5	x	x	
2	Plan the research design and formulate hypotheses if applicable.	20	x	x	
3	Conduct the research and implement the data collection plan.	40	x	x	x
4	Structure and write the dissertation.	20		x	x
5	Orally present and defense the findings and arguments of the dissertation.	15		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Determine the Dissertation Topic	Students will review the literature and write reviews with the supervisor's advice, Students will propose the dissertation topic after discussing it with the supervisor.	1

2	Plan the Research and Formulate Hypotheses if Needed	Students will determine the most appropriate methodology and plan the research and data collection plan. Students will formulate hypotheses with the supervisor' s advice if needed.	2	
3	Implement the Research Plan and Collect the Data	Students will conduct the research and collect the data. Studnets will meet the supervisor periodically.	3	
4	Structure and Write the Dissertation	Students will write the dissertation and seek the supervisor's advice and comments in each stage of the writing. Students will meet the supervisor periodically.	4	
5	Oral Defense	Students will conduct an oral defence of the methodology, data collection, findings and implications before a group of experts and professors.	5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Dissertation (at least 12,000 words) Students will be evaluated on their ability to conduct in-depth independent research, critically analyze complex issues, draw insightful conclusions, and produce a well-structured, scholarly paper that makes an original contribution to the field.	1, 2, 3, 4, 5	85	-	Yes

2	Oral Defense Students will be assessed on their comprehensive understanding of their research topic, capacity to engage in academic discourse, and ability to respond effectively to questions and critiques from the examination committee.	2, 3, 4, 5	15	-	No
---	---	------------	----	---	----

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Dissertation (at least 12,000 words) The dissertation requires the student to introduce the topic, review the literature, explain the methodology and research design, summarize the data collected, distill and discuss the findings, draw implications for the academic and business respectively, and conclude the research. Oral Defense Oral examination by a group of experts and professors to test the student's understanding and management of the research process and interpretation of the results.

Assessment Rubrics (AR)**Assessment Task**

Dissertation

Criterion

The student should demonstrate his/ her ability to independently plan and manage academic research on a business or marketing topic.

Excellent (A+, A, A-)

The dissertation demonstrates outstanding originality, depth, and critical analysis. Research objectives are clearly defined and achieved with a high level of scholarly rigor. The structure is coherent, the argument is compelling, and the writing is polished and professional. Referencing is accurate and comprehensive.

Good (B+, B, B-)

The dissertation shows clear understanding and solid analysis. The research is methodologically sound and well-structured with logical flow. Some minor issues in writing, depth, or referencing may be present but do not detract significantly from overall quality.

Fair (C+, C, C-)

The dissertation meets basic academic standards. The research is adequately presented but may lack depth, clarity, or critical engagement. Structural or referencing inconsistencies may be evident.

Marginal (D)

The dissertation is poorly structured or lacks coherence. There is limited understanding of the subject matter, weak methodology, and minimal critical insight. Major issues in writing or presentation are present.

Failure (F)

The dissertation fails to meet minimum academic standards. It may be incoherent, lack a clear research objective, or demonstrate no meaningful engagement with the topic. Serious issues in structure, content, or academic integrity.

Assessment Task

Oral Defense

Criterion

The student should be able to demonstrate his/her understanding and ability to manage the research process and interpret the results.

Excellent (A+, A, A-)

The candidate demonstrates comprehensive knowledge of the topic, defends the dissertation with clarity and confidence, and responds to questions insightfully and critically. Presentation is well-structured and engaging.

Good (B+, B, B-)

The candidate shows good understanding of the research and responds competently to questions. Presentation is clear, though may lack some polish or depth in responses.

Fair (C+, C, C-)

The candidate demonstrates basic knowledge but may struggle with clarity or depth in responses. Presentation is adequate but lacks strong engagement or structure.

Marginal (D)

The candidate shows limited understanding. Responses are vague or incomplete. Presentation is disorganized or lacks coherence.

Failure (F)

The candidate fails to demonstrate understanding of the research. Unable to respond meaningfully to questions. Presentation is incoherent or absent.

Part III Other Information**Keyword Syllabus**

Dissertation, research, data collection, methodology, oral defense.

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Nil