Les Roches

ASSIGNMENT OUTLINE

Assignment title:	**Qualitative Research and Ongoing Project**
Weighting:	**30% and 15%**
Faculty responsible:	**Mr. Vlad and Ms. Soreg**
Program:	**BBA6**
Course name:	**Methods of Research Inquiry and Data Analytics for Business Optimization**
Course number:	**GEN 4901 and GEN 4905**
Hand-out date:	**Week 9**
Hand-in date:	**Week 15 (December 20, during class timetable)**

Assignment Overview:
Students will propose and carry out an applied qualitative and quantitative research project in pairs. They will propose a specific research question and collect supporting data that will allow them to propose at least one solution to the circumstances investigated:

- qualitative (text) and quantitative (data)
- secondary data
- thematic analysis.

The results of the research will be presented in **.pdf format**.

Overall aim:
To enable students to demonstrate their capacity for research design and qualitative data collection, analysis, and presentation skills.

Learning outcomes:
GEN 4901: 1-3

GEN 4905: 1-5

Organization and methodology:

The research question/hypothesis and the pair members must be included in the shared file by the end of the week.
Overall project parameters:
1. **Approach**:
   a. Inductive/Deductive
2. **Data**:
   a. Secondary
   b. Qualitative (text) and quantitative (data)
3. **Analysis**
   a. Thematic codes and thematic (content) analysis
4. **Presentation**
   a. Qualitative (figures and text)

Topics: students can choose to use the topic from the Literature Review or select a new one, to propose and answer their specific research question:

- **Hospitality**
- **Travel and Tourism**

Presentation guidelines

Section 1: **Introduction**:
This section must show the Les Roches logo, pair members, course name, and course number.

Section 2: **Statement of authorship** (signed by all students)

Section 3: **Research Question / Hypothesis**
The question must be specific, relevant, and feasible, given the parameters of the project. Students can use objectives to limit the scope of the research, as it may be difficult to specify only through the research question.

Section 4: **Theoretical framework**
A minimum of **3 peer-reviewed academic sources** (with DOI numbers) **must be used**. In case competing/alternative theories are available, students can choose one (justify) or more, and analyse the data regarding all theories (smaller samples allowed).

Section 5: **Data Used**
Explain/justify the data used, regarding:
- Validity – How is the data used appropriately to answer the research question/hypothesis?
- Source - Where does the data come from? What was its purpose, originally?
- Sampling - How was the data selected? What method or criteria was used?
All data must be provided as part of an Excel file containing the source and all other necessary technical information such as timeline, definition, list of countries/companies, metrics, etc.

Section 6: **Thematic Analysis**
Explain the codes/categories identified for the theoretical framework used in the analysis, with the corresponding in-text citations. Include any codes required or codes developed, if applicable through analysis.

Section 7: **Findings**
Results must be provided in two parts: Part 1 is based on selected tools of Descriptive Statistics (Data Analysis ToolPak, frequency distribution, visual tools, etc.). Part II will be developed based on chosen approaches of Inferential Statistics (hypothesis testing/correlation analysis/simple or multiple linear regression analysis). For the Data Analysis course, an Excel file must be submitted with two spreadsheets for Part 1 and Part II which contain the original secondary data as well as the calculations, visual tools and model exports.

Section 8: **Conclusions**

Section 9: **References**
All references are to be offered in alphabetical order according to the criteria of APA7.

Assessment tasks & weighting:
1. Research question/hypothesis 10%
2. Theoretical framework 10%
3. Data Used 20%
4. Thematic Analysis 20%
5. Findings 20%
6. APA References 10%
7. English Skills 10%
8. Data Analysis Files, uploaded on the respective Moodle section

Word count: N/A (see instructions)

All posters and Excel documents must be uploaded before the presentation time.

Resources available: ebook, Databases (Euromonitor, Statista, UNWTO, so on), assignment documents (outline, rubric, examples), class materials (Moodle).

	Excellent (10)	**Good (8)**	**Pass (6)**	**Fail (4)**	**Zero (0)**
Research question 10%	The research question/objectives are relevant, specific, answerable, and feasible.	The research question/objectives are relevant, specific, answerable, and feasible, but there may be some confusion regarding one of these aspects.	The research question/objectives meet at least two of the criteria below: relevant, specific, answerable, and feasible.	The research question/objectives only meet one of the criteria below: relevant, specific, answerable, and feasible.	The research question/objectives meet none of the criteria.
Theoretical framework 10%	The theoretical framework is relevant to the specific question/objectives are clearly and accurately explained, as well as appropriately referenced. Only academicsources were used.	The theoretical framework relevant to the specific question/objectives is clearly explained, but there is some confusion/inaccuracy. Only academic sources are used and appropriately referenced.	The theoretical framework relevant to the specific question/objectives is adequate, but there is some confusion/inaccuracy. Not all sources are academic.	The theoretical framework relevant to the specific question/objectives is barely explained. Not all sources areacademic.	The theoreticalframework is relevant to the specific question/objectives is not explained. No academic sources were used.
Data Used 20%	The data used is accurately described and clearly justified, with respect to the following: - Validity - Source/s - Sampling	The data used is described accurately, but the justification is not always clear, regarding: - Validity - Source/s - Sampling	The data used is adequately described, but there are some omissions. The justification is incomplete. One of the following is not addressed: - Validity - Source/s - Sampling	The data used is barely described/justified. 1 or more of the following are not addressed: - Validity - Source/s - Sampling	The data used is neither described, nor justified. The criteria are notmet.
Thematic Analysis 20%	Clear and accurate presentation of the codes developed through the review of academic literature (**a priori codes**). Where necessary**, in vivo codes** were developed from the data and are also included. Presented in tabular form with code, description, and sources (in-text citations).	Clear presentation of the codes developed through the review of academic literature (**a priori codes**), but there may be some confusion/omissions. Where necessary, **in vivo codes** were developed from the data and are also included. Presented in tabular form with code, description, and sources (in-text citations).	Adequate presentation of the codes developed through the review of academic literature (**a priori codes**), but there may be some confusion/omissions. Or not presented in tabular form,with code, description, or sources (in-text citations).	The codes used are inadequate or insufficiently explained. Thecriteria are not adequately met.	There is no explanation of the codes or their use. Criteria are not met.
Findings 20%	The findings presented are consistent with the data analysis files. The findings clearly and accurately answer the research question. There are clear links to the theoretical framework. The figures/tables used are clear and easy to understand (titles, legends, etc.).	The findings presented are consistent with the data analysis files. The findings answer the research question. There are links to the theoretical framework. The figures/tables used are clear and easy to understand (titles, legends, etc.).	The findings meet the first criteria: The findings presented are consistent with the data analysis files. However, one of the three criteria below is not fully met: The findings answer the research question. There are links to the theoretical framework. The figures/tables used are clear and easy to understand (titles, legends,etc.).	Only two of thecriteria are met: The findings presented are consistent with data analysis files. The findings answer the research question. There are links to the theoretical framework. The figures/tables used are clear and easy to understand (titles, legends,etc.).	One or none of the criteria are met: The findings presented are consistent witht data analysis files. The findings answer the research question. There are links to the theoretical framework. The figures/tables used are clear and easy to understand (titles, legends, etc.).
APA, report formatting 10%	All the sources used are properly referenced according to APA referencing. All sources are included in the reference list.	There are 2 sources with errors in referencing or missing from the reference list.	There are 4 sources with errors in referencing or missing from the reference list.	There are 6 sources with errors in referencing or missing from the reference list.	There are more than 6 sources with errors. Not included in the project or APA Style not respected at all. Major formatting issues. Not following outline requirements.
English skills 10%	Excellent English skills.	Very positive. Slight confusion due to minor inaccuracy. Use of correct grammatical tenses; mechanics had minor problems (in spelling, punctuation, capitalization, etc.); and word choice was always academic avoiding colloquial language or slang.	Positive / Satisfactory – several errors but just a pass.	An inappropriate tone was used in most of the tasks.	Poor effect on the reader

Common skills: assessed (bold) or *developed* (italics)**:**

MANAGING AND DEVELOPING SELF	1.*Manages own role and responsibilities*	2. *Manages own time in achieving objectives.*	3.*Undertakes personal and career development*	**4. Transfers skills gained to new and changing situations and contexts.**	**5.Uses a range of thought processes**
WORKING WITH AND RELATING TO OTHERS	6.*Treats others' values, beliefs and opinions with respect*	7.*Relates to and interacts objectively with individuals and groups*	8.*Works effectively as a member of a team*		
COMMUNICATING	**9.Receives and responds to a variety of information**	**10.Presents information in a variety of visual forms**	**11.Communicates in writing**	12.Participates in oral and non-verbal communication	
MANAGING TASKS AND SOLVING PROBLEMS	**13.Uses information sources**	*14. Deals with a combination of routine and non-routine tasks*	**15.Identifies and solves routine and non-routine problems**		
BECOMING NUMERATE AND USING TECHNOLOGY	16.Applies numerical skills and techniques	**17.Uses a range of technological equipment and systems**			

Plagiarism:

Plagiarism is the act of presenting another's ideas or words as one's own. Cheating includes, but is not limited to, the intentional falsification or fabrication of any academic activity, unauthorized copying of another person's work, or aiding and abetting any such acts.

Particular care must be taken when presenting information that has been obtained from an internet site. Should this information not be correctly referenced, then you are guilty of plagiarism and will be penalized accordingly.

With respect to projects/assignments, faculty reserves the right to randomly call upon any student and ask them to defend their work orally.

Any assignment/exam which is found to contain plagiarism will automatically be awarded a grade of 0 (zero), and an e-mail will be sent to the student or the student's parents/tutors/sponsors. Depending on the circumstances, additional penalties could be imposed (see LRM Academic Regulations, Section 11).

Statement of authorship

Following the title page of your assignment there should be a page on which you sign a statement that the work included in the assignment is your own work except where appropriately referenced. The following statement should be used:

Statement of authorship

I certify that this assignment is my own work and contains no material which has been submitted as part of an assignment in any institute, college or university. Moreover, to the best of my knowledge and belief, it contains no material previously published or written by another person, except where due reference is made in the text of the assignment.

Signed..

Name..

Student number...

English skills

English Skills	Full Achievement	Good	Reasonable	Adequate	Fail
Coherence/Structure/ Flow Writing is structured. Has a beginning and end. Ideas are well. Connected. Clear flow – easy to read.	Effectively organized. Well-structured with good flow.	Generally, well organized. Sometimes ideas are not linked together.	Structure could be better with clearer development for better reading	Shows some organization – just enough to pass.	Not clearly organized. Difficult to follow.
Relevant Use of Language Writing uses specific language used in hospitality asked for and required by assignment.	Minimum errors – wide range of appropriate vocabulary.	Good range of appropriate vocabulary.	More than adequate range used.	Uses limited variety of terms and is often repetitive.	Poor use or no use of specific terms.
Appropriate Tone Required use of either formal or informal style of writing.	Appropriate tone throughout and reflects assignment requirements.	Tone overall appropriate.	Some inconsistent use of language.	Not always appropriate and therefore not entirely successful.	Inappropriate tone used in most of the task.
Clarity & Accuracy Writing is clear with no confusing areas.	Extremely clear. Well developed & expanded upon.	Slight confusion due to minor inaccuracy. Ideas overall developed well.	Occasional confusion due to ideas not being clear but message is given.	At times, difficult to follow and/or repetitive.	Difficult to read due to inaccuracies.
Impact/Effectiveness on Reader Impact on reader	Excellent	Very Positive	Positive	Satisfactory – just a pass	Poor effect on reader
Overall Appreciation – Final %					