



Curriculum - 2017
BBA Hons (Marketing) Degree Program
Faculty of Management and Finance
University of Ruhuna

BBA 42019: Dissertation

Level: 4000

Number of Credits : 09

Course Description

Dissertation is a document written based on a research conducted using scientific method on a selected topic. During this course the students need to conduct and present a research on a selected topic relating to their degree program.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Identify and formulate a research problem
- Conduct a comprehensive literature survey relating to a selected topic
- Apply appropriate methods to achieve research objectives and to address the identified problem
- Arrive at logical conclusions and write an effective dissertation
- Defend arguments within the framework of the research

Teaching/Learning Methods

Seminars and Individual Supervision

Methods of Assessment

Dissertation : 70%

Viva Voce Examination : 30%

Recommended Readings

1. Research publications relating to the selected topic