

**Pearson Higher Nationals in**  
**BUSINESS**

**Unit 11 Research Project**



# Higher National Diploma in International Travel and Tourism Management

## Assignment Brief

Student Name/ID Number	
<b>Unit Number and Title</b>	<b>Unit 11 Research Project</b>
Academic Year	
Unit Tutor	
<b>Assignment Title</b>	<b>Students will devise their own title for the assignment</b>
<b>Issue Date</b>	
Submission Date	
IV Name & Date	
Sign Here: Declaration Of Own Work	

## Submission Format

Each of the elements within this unit will support the development of an overall small-scale research project.

Submission is in the form of an academic report. This should be written in a concise, formal business style using single spacing and font size 11. You are required to make use of headings, paragraphs and subsections as appropriate and all work must be supported with research and referenced using the Harvard referencing system. A bibliography should be provided using the Harvard referencing system. The recommended length is 4,500 – 6,000 words, but you will not be penalised for exceeding this.

You must ensure you support the written report with a range of graphical illustrations and appropriate appendices.

## ***Vocational Scenario And Context***

Leadership is key to managing both equality and diversity in the workplace as it impacts on all the employees working in an organisation. Business cases have proven that biases and discrimination within the workplace can impede business growth and productivity and therefore, many businesses look beyond any legal considerations and policies to effectively promote equality and diversity to improve productivity, opportunity, and competitiveness.

**You are the new CEO for \_\_\_\_\_ . To build an understanding of equal opportunities, you will be exploring and examining how other companies in the \_\_\_\_\_ industry create and manage diverse workforces to fulfil their obligations as equal opportunity employers and meet specific needs within their organisations.**

Following the investigative research and study, you will be making recommendations to your company on 'best-practices' to develop equality and diversity in the workforce for competitive business advantage through people.

## **Equality and diversity in the workplace**

Equality is relevant in all workplaces, regardless of whether the business employs two people or two hundred people, irrespective of whether they work remotely, in an office, a warehouse or on a shop floor. It is about ensuring that everybody has the same access to the same opportunities without any discrimination. Diversity considers differences between people and groups of people, by placing a positive value on those differences. A diverse and inclusive workplace values people's different backgrounds, knowledge, skills, and experiences, and uses these differences to create a productive and effective workforce.

When considering a strategic approach to equality and diversity in the workplace, the range of topics discussed can include the following:

- Behaviours that support equality and diversity in the workplace
- Managing cultural diversity in the workplace
- Gender equality in leadership and management
- Workplace discrimination
- The work-life balance and enrichment experiences

## Scale Of The Project

You will be selecting suitable research topic from the theme, **formulating research questions**, providing **rationale for the project**, identifying 3-4 **research objectives/hypothesis** that are focused on fulfilling your research aim/topic, gathering and analyzing **data** from both **primary sources** and **secondary sources**, and drawing **conclusions** from the findings to produce meaningful **recommendations**.

It is important to recognise that project work is reliant on gathering information/data that can be **analysed**.

## Project Evidences And Outcomes

**Evidences: Students are to submit the following papers in the same order for this and on/before the published dates:**

- 1) Research Topic Form
- 2) Research Proposal
  - *Introduction*
  - *Critical Review Of Literature*
  - *Research Methodology And Justification*
  - *Resources Planning Form*
  - *Consent Form*
  - *Questionnaire and Interview Questions*
- 3) Research Findings And Discussion
  - *Research Findings And Analysis*
  - *Conclusion*
  - *Recommendations*
- 4) Reflective Essay

# Project Specification / Layout

## Organization Of The Research Report Format

### Title Page

1. It is important that you state clearly, at the beginning of the assignment, what its title is, which module it applies to and your name as the author.
2. You should also include the College name, report title and the date.

### Executive Summary

A summary should be provided, so that people can see at a glance what the report is about. You should mention your key findings, conclusions and recommendations. This goes to the as the summary is usually printed immediately after the title page, but is written last, that is, after the conclusion and recommendations.

### Contents Page

1. Page numbers as well as section/chapter titles should be included
2. If the report incorporates some appendices, their titles should be listed

### Acknowledgements

A list of names, roles and organisations (if relevant) of all of those who helped you when compiling the report should be listed

### Terms of Reference

Refer to your project proposal

## PART 1: RESEARCH PROPOSAL

### SECTION 1: INTRODUCTION

- a. Background And Rationale For The Project
- b. Aim And Objectives Of The Research
- c. Scope Of The Research Topics

This section should provide some of the background of the subject that forms the principle theme of your report. If the report is designed to solve a perceived 'problem', the history of the 'problem' can be reviewed here, culminating in the situation that prompted the report to be written. You should also provide some key information about the organisation in which your research is based.

### SECTION 2: CRITICAL REVIEW OF LITERATURE

You need to know what the key literature is related to the research objective in order to plan a research study to explore the phenomenon. Conduct a literature review using a range of sources relating to the research topic. Evaluate the validity and reliability of the sources, discussing current understanding and challenges on the research topic area. In your report discuss the sources of literature found and how they relate or otherwise to the research topic. Your report should critically evaluate literature in order to assess the validity of the literature in supporting the research topic.

### **SECTION 3: RESEARCH METHODS AND JUSTIFICATIONS**

1. This section is needed for the reader to judge the authenticity of the 'evidence' that comprises the main body of the report. All sources should be mentioned and, if appropriate, describe how you put together your questionnaire or survey.
2. Copies of questionnaires, interview questions etc. should be included in the appendices.
3. If any published documents were studied, this should be mentioned here

Develop a project proposal for researching the research objective identified. Your research method identifies the purpose of the research and justifies the chosen research methods in terms of the research question and in clear line with the planned research objectives. Discuss the ethical issues which will need to be considered and examine the research methods and approaches to be taken.

### **SECTION 4: RESEARCH ACTION PLAN (USING GANTT CHART)**

Prepare an action plan with target dates, costs and methods for monitoring and updating your activities to ensure you meet the deadline for the final written report.

## **PART 2: DISCUSSION OF RESEARCH FINDINGS, CONCLUSION, AND RECOMMENDATION**

### **SECTION 4: DISCUSSION AND ANALYSIS OF THE RESEARCH FINDINGS**

1. This is likely to comprise many paragraphs or sections. It is often useful to break up your assignment into subheadings.
2. This section should be structured around the key themes of your research
3. Use tables, charts if possible. Your presentation of data is important
4. This section should bring together your secondary and primary research and your findings

Design, implement, collect and critically analyse data. For example, using a survey/questionnaire/interview or other primary research technique to collect data and then present and analyse findings. Present your findings using visual illustrations e.g. bar charts/pie graphs/tables. Your report will include the critical analysis of data and the advantages and disadvantages of the research methods and approaches taken to data collection.

### **SECTION 5: CONCLUSION**

1. The conclusions should help the reader to understand why the research is important and why it should matter to them. This is a summary of your main points, but beyond that a synthesis of key points and outcomes
2. Your conclusion should not incorporate any new facts

### **SECTION 6: RECOMMENDATIONS**

Your recommendations should clearly spell out your ideas to enable them to be acted upon. In particular, if your proposals involve expenditure, you must supply a cost benefit evaluation to show what it costs and what management will get from it. In this section you should say what your facts or findings mean i.e. discuss the key implications arising from the wealth of detail you may have collected. The recommendation should not incorporate any new facts

## **Bibliography**

All references in the report should be listed in alphabetic order and in the correct Harvard format.

## **Appendices**

3. All detailed statistical tabulations, graphs, lists, questionnaires etc. should be organised into separate appendices
4. Include a list of references (sources that are actually cited in the report itself)
5. Nothing should be included that isn't referred to in the main body of the report

## **Reflect on the research process, research outcomes and lessons learnt**

Finally, critically reflect on how you have conducted the project, the lessons learnt and the alternatives you would consider in the future with recommendations for actions to be taken forward.

This self-reflection should be presented at the end of the report in a 250 words reflective statement. Additional submissions must be made clear in the assignment brief.

## **Other Activities And Reporting Instructions**

### **1. Complete the Topic Approval Form**

Before starting the Research report, you will conduct the research planning. Planning research often begins with a general area of interest but narrows down to a specific area of interest which you'll framed in the research question and the rationale/purpose for the research. The Research Topic Form allows you to think about the importance and validity of the research and plan the study. To complete the topic form, you will determine the purpose of the research and the specific questions that you want answered by when the research is completed. You will address the ethical and practical issues in the decisions you will have to make about what to study and select and scan a range of sources to find the major studies and seminal writers in the area. This process will enable you to identify key literature and the issues which are related to the research objectives in order to plan a research study to explore the phenomenon. No student research can begin before a Research Topic Approval Form has been **approved** by the Tutor. When approval is granted, notice will be sent to your email account. You may not commence research until you receive this notice.

### **2. Communicate outcomes - Report**

Produce a report that provides valid and justified recommendations for the business organisation based on the analysis of the research both primary and secondary. Your findings and outcomes must be based on the research proposal objective/s and refer back to this in drawing your conclusions.

## Unit Learning Outcomes And Assessment Criteria

- LO1** Examine appropriate research methodologies and approaches as part of the research process
- LO2** Conduct and analyse research relevant business research project
- LO3** Communicate the outcomes of a research project to identified stakeholders
- LO4** Reflect on the application of research methodologies and concepts

Pass	Merit	Distinction	
LO1 Conduct appropriate research methodology which integrates knowledge into the research process.		D1 Critically evaluate research methodologies and processes in application to a business research project to justify chosen research methods and analysis.	
P1 Produce a research proposal that clearly defines a research question or hypothesis, supported by a literature review.	M1 Evaluate different research approaches and methodology, and make justifications for the choice of methods selected based on philosophical/ theoretical frameworks.		
P2 Examine appropriate research methods and conduct primary and secondary research.			
LO2 Conduct and analyse research relevant to a chosen service industry research project.			
P3 Conduct primary and secondary research using appropriate methods for a business research project that consider costs, access and ethical issues.	M2 Discuss merits, limitations and pitfalls of approaches to data collection and analysis.		
P4 Apply appropriate analytical tools to analyse research findings and data.			
LO3 Communicate the outcomes of a service industry research project to identified stakeholders.			D2 Communicate critical analysis of the outcomes and make valid, justified recommendations.
P5 Communicate research outcomes in an appropriate manner for the intended audience.	M3 Coherently and logically communicate outcomes to the intended audience, demonstrating how outcomes meet set research objectives.		
LO4 Reflect on the application of research methodologies and concepts.		D3 Demonstrate critical reflection and insight that results in recommended actions for improvements and future research considerations.	
P6 Reflect on the effectiveness of research methods applied for meeting objectives of the business research project.	M4 Demonstrate reflection and engagement in the resource process leading to recommended actions for future improvement.		
P7 Consider alternative research methodologies and lessons learnt in view of the outcomes.			