ROLE AND PURPOSE

The integrative project provides students with an opportunity to apply the knowledge acquired in the earlier years of the programme. Specifically, the aim is for students to apply their Computing and Management knowledge and skills synergistically in dealing with an IT-based management problem. In completing the project, students will demonstrate the ability to:

1. conduct a search of the relevant literature, materials or sources relating to his/her selected problem area, leading to an awareness, precise definition and specification of the problem under investigation.
2. think critically in the formulation of models and solutions, in the analysis of approaches, their implementation and in the evaluation of outcomes.
3. communicate and present clearly and concisely his/her solution or product to a relevant audience, both orally and in writing.
4. manage his/her own project efficiently and effectively, with the assistance and supervision of an assigned supervisor.

It is a requirement that the integrative project draws significantly on both Computing and Management, although projects may vary in the degree to which they emphasise one or other discipline. Examples of appropriate project topics are:

- An IT framework for effective human resource planning.
- An assessment of IT skills needs in the financial services sector in Hong Kong.
- Development of a web-based system for supporting sales in a manufacturing firm.
- WWW-based home banking services in Hong Kong: a case study.

PROJECT DESCRIPTION

The integrative project spreads over a full academic year and involves 28 study weeks. The total effort required is approximately 40 hours of student-staff contact and 200 hours of laboratory work and independent study, including the total time spent on literature search, background reading, fact finding, project development, and report writing.

Projects are normally sponsored by academic staff of the Departments of Computing and Management and Marketing, or in conjunction with external organisations or other departments in the university. However, a student may propose a topic provided that he/she can find a member of academic staff to supervise the project. In some cases, it will be appropriate to have joint supervision involving a staff member from COMP and MM, although one will be designated as the principal supervisor.
Projects should be problem oriented. There is no restriction to the nature of the problem, except that it should involve the application of computing to the solution of a management or business problem. The project could be practical, academic or a hybrid. The student is encouraged to make some original contribution in the project, but this is not necessarily a requirement.

PROBLEM IDENTIFICATION

The student has to submit a two page problem definition which comprises a clear and concise problem statement and a relevant bibliography during or before week 1 of the final year. The problem definition has to be approved by the supervisor and a co-examiner before the student can proceed.

TEACHING/LEARNING APPROACH

At or before the beginning of the academic year, each student will be assigned a supervisor or supervisors. The deliverables required from a student are: an Initial Proposal, a mid-year Progress Report, a Final Report. The deadlines for these are week 4, week 14 and week 28 of the year, respectively. Assessment will include an oral presentation and demonstration, normally conducted during weeks 29 to 31.

There is no limitation as the content of these deliverables except that the initial proposal should include the original problem definition while the final report should include the initial proposal. The check point progress report should be limited to two pages and signed by the supervisor(s). Late submission of these reports may be construed as evidence of a lack of effective project management on the part of the student, who will be penalized accordingly in the absence of reasonable justification (such as valid medical reasons).

ASSESSMENT

The student will be assessed by his/her principal supervisors and a co-examiner based on the following indicative set of criteria and weightings:

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<thead>
<tr>
<th>Criteria</th>
<th>Sup</th>
<th>Co-exam</th>
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<tbody>
<tr>
<td>1) Problem Identification (Literature Search)</td>
<td>15%</td>
<td>5%</td>
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<tr>
<td>2) Problem Solving</td>
<td></td>
<td></td>
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<tr>
<td>i) Critical Thinking</td>
<td>40%</td>
<td>10%</td>
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<tr>
<td>ii) Applying Computing &amp; Management knowledge and skills</td>
<td></td>
<td></td>
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<tr>
<td>3) Communication &amp; Presentation (Demonstration and Reports)</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>4) Project Management and Self-Discipline</td>
<td>10%</td>
<td>nil</td>
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The co-examiner will therefore be responsible for 25% of the marks based on criteria i, ii, and iii only, while the supervisors will contribute 75% of the marks based on all four criteria. The co-examiner would normally come from the same department of the principal supervisor since the project nature is closer to the area of expertise of the co-examiner for judgment. The supervisors and co-examiner should initially assess the project independently, before agreeing a final grade. In the case of disagreement, the Project Coordinator and/or the Programme Leader and Deputy Leader will resolve the matter. They may also moderate the project reports prior to the presentation of marks to the SARP to ensure that they are consistent.