

Subject Description Form

Subject Code	MM4922
Subject Title	Management Capstone Project
Credit Value	6
Level	4
Normal Duration	2-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Research Methods for Management (MM3011) or equivalent
Role and Purposes	<p>The role of this capstone project is to provide students an opportunity to demonstrate their capabilities in integrating all key knowledge, skills and learning experience accumulated in the entire undergraduate study in the BBA (Hons) in Management Programme. The purposes of this final-year project are to enhance students to apply and consolidate their generic competencies and professional knowledge learned by undertaking an original investigation in the issues relating to business management, organization studies and/or global business. Based on the learned research skills and concepts in the Management programme, students analyze issues of their choice rigorously and present their findings logically and provide their critical discussion and feasible recommendations. Students may make use of the capstone project to propose practical ideas or suggest solutions to contemporary issues in business and other organizational settings. The capstone project helps students to prepare for professional practice in the workplace, for further academic pursuits and for lifelong learning. This capstone project is also directed toward cultivating desired graduate attributes including critical thinking and problem-solving abilities, creativity and innovation, global outlook and entrepreneurship, etc.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Demonstrate their professionally-specific skills and knowledge needed to make an immediate contribution to the workplace and as a foundation for professional development; b. Conduct independent work requiring initiative in designing systematic study using effective and scientifically-sound investigative techniques, supported by information from primary and secondary sources; c. Integrate skills and knowledge from a range of subjects in identifying issues and providing innovative solutions that create values for relevant stakeholders, based on rigorous data analysis and logical inference from the analysis; d. Further develop and demonstrate written communication skills in English; e. Adopt an entrepreneurial perspective to identify if there are any business opportunities as they arise from a capstone project (BBA Outcome 4). f. Recognise the need for continual learning and self-improvement in the context of their respective subject disciplines, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals. (BBA Outcome 13)

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Through this capstone project, students demonstrate their competencies in conducting original research and/or independent investigation of challenging issues in business management, organization and/or global business.</p> <p>The project can take on a diverse set of contents and formats. Specifically, there are two streams that students can follow:</p> <p>(1) <u>Academic Research Stream</u></p> <p>This stream targets underlying conceptual theories and rigorous research methodologies. Students are expected to determine their own project topics. Once the project topics are submitted, students will be matched with their respective project supervisors for further consultation. Projects can be conducted by TWO to THREE students, depending on the scope and scale of the project and on the approval of the respective project supervisors. In exceptional cases, ONE person projects are allowed. Regardless, independently-written individual reports must be submitted.</p> <p>(2) <u>Consultancy Project Stream</u></p> <p>This stream focuses on topics identified by industry partners and experts. Students interested in this stream will go through rigorous selection process and will be provided with professional workshops. They will then be given a business problem by industry partners/experts to solve. Presentations to industry partners/experts are expected. Projects must be conducted by FOUR to SEVEN students, depending on the scope and scale of the project and on the approval of the respective project supervisors. Independently -written individual reports must be submitted.</p> <p>Regardless of stream, the project should demonstrate the student’s ability to synthesize and apply the knowledge and skills acquired to real-world issues and opportunities. Students’ peer and self assessment of contribution to a group project will be implemented in order to facilitate students’ evaluative thinking in the process of project work, and also to award individual marks for group members.</p>
<p>Teaching/Learning Methodology</p>	<p>The capstone project is an original and independent study which is highly based on students’ individual efforts in integrating what they have learned from various subjects in BBA (Hons) in Management Programme. Students are expected to learn and work independently. However, the subject Research Methods for Management (MM3011) provides a foundation of methodology of investigation and research skills in issues relating to management and organizations.</p> <p>For the <u>Academic Research Stream</u>, students propose their project topics and are then matched with their respective project supervisors. The topics may be adjusted after consultation with project supervisors. Students then work towards their proposals and design their own work schedules. They must follow their plan of work and then meet supervisors periodically to report their progress. Students are required to submit progress reports as instructed by their supervisors.</p> <p>For the <u>Consultancy Project Stream</u>, students will need to attend a series of training workshop before meeting with industry partners/experts for deeper understanding of the problems to solve. Professional mentors will be assigned, and they work with project supervisors and industry partners/experts to negotiate the work schedules. Nevertheless, students will have a fair amount of freedom to design their work timeline. Students are required to submit progress reports as instructed by their supervisors.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weight ing	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	Continuous Assessment	100%						
	1. Project proposal	5%					✓	
	2. Interim Progress Report (Academic Research Stream) / Workshop Participation (Consultancy Stream)	10%		✓	✓	✓	✓	
	3. Final Report (Academic Research Stream) / Final Report and Presentation (Consultancy Stream)	50%	✓	✓	✓	✓	✓	
	4. Project Process & Discussion	20%		✓	✓			
	5. Individual Reflective Essay	15%						✓
	Total	100%						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ meet the project supervisor/business partners/mentors regularly to obtain advice and feedback; ▪ participating proactively in the project process, including the development of theory and collection data for the Academic Research Stream, and the participation in training workshop and discussion of ideas for the Consultancy Project Stream; ▪ develop project proactively, design objectives and schedule and prepare project proposal; ▪ search and digest relevant literature, academic articles and professional magazines; ▪ conduct the study and collect relevant data accordingly to the approved project plan industriously, honestly and ethically; ▪ submit progress reports and meets supervisor quite often to discuss and obtain supervisor’s advice; ▪ apply relevant statistical techniques to analyze and interpret the data; ▪ report the findings and results in a logical and systematic manner; ▪ undertake creative and critical thinking to evaluate the issues and develop own insights in making recommendations and conclusions; ▪ demonstrate written communication skills in the final report/presentation. 								
Student Study Effort Expected	No formal lecture, only introductory workshops at the beginning. Supervisors meet student regularly.							
	Student study effort:							
	▪ Meeting project supervisor							20 Hrs.
	▪ Project proposal, progress reports, and/or workshop participation							60 Hrs.

	<ul style="list-style-type: none"> ▪ Conduct fieldwork and data collection 	80 Hrs.
	<ul style="list-style-type: none"> ▪ Analyze data and write up final report 	100 Hrs.
	Total student study effort	260 Hrs.
Reading List and References	<p>1. <i>Guidance Notes to Capstone Project</i> to be issued to students by the Department.</p> <p>2. Supervisors suggest readings but students must also find their own references.</p> <p>In addition to the following list, the references for the subject Research Methods for Management (MM3011) are also relevant.</p> <p><u>References</u></p> <p>Babbie, E., <i>The Practice of Social Research</i>, 15th ed., Cengage Learning, 2021. Schindler, P. <i>Business Research Methods</i>, 14th ed, McGraw-Hill, 2022.</p> <p>Pallant, J. <i>SPSS Survival Manual: A Step by Step Guide to Data Analysis using IBM SPSS</i>, 7th ed, 2020.</p> <p>Sekaran, U., <i>Research Methods for Business: A Skill Building Approach. 8th ed</i>, Wiley, 2020.</p> <p><u>Other recommended journals and magazines</u></p> <p><i>Academy of Management Journal</i></p> <p><i>Human Resource Management</i></p> <p><i>Harvard Business Review</i></p> <p><i>Journal of International business</i></p> <p><i>Journal of Management Studies</i></p>	

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