

## Subject Description Form

<b>Subject Code</b>	MM4922
<b>Subject Title</b>	Management Capstone Project
<b>Credit Value</b>	6
<b>Level</b>	4
<b>Normal Duration</b>	2-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Research Methods for Management (MM3011) or equivalent
<b>Role and Purposes</b>	<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. So, 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 entrepreneurial 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>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>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>BBA Outcome 11</b>);</li> <li>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;</li> <li>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 (<b>BBA Outcome 3</b>);</li> <li>d. Further develop and demonstrate written communication skills in English;</li> <li>e. Adopt an entrepreneurial perspective to identify if there are any business opportunities as they arise from a capstone project (<b>BBA Outcome 5</b>).</li> </ol>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p>In this capstone project, students demonstrate their competencies in conducting original research and independent investigation of challenging issues in business management, organization and/or global business.</p> <p>There is a diversity of the contents and formats of the project. It can be an academic research with underlying conceptual theories and rigorous research methodologies; or it may be a comprehensive study of relevant public policies or issues relating to business management and students provide critical analysis and discussion with concrete conclusions. 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>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.</p> <p>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><b>Teaching/Learning Methodology</b></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. Also the Project Coordinator will provide introductory workshops for students who begin to do the capstone project.</p> <p>It's an independent study which is mainly based on students' individual efforts in designing their plan and conducting investigation afterwards. However, with project supervisor's guidance and approval, two or three students may share various parts of a sizeable project but each must complete individual work that is distinguishable from work done by the others.</p> <p>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. Each student must turn in an independently-produced final project report before the end of Semester Two of his/her final year.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	<b>Continuous Assessment</b>	<b>100%</b>					
1. Project proposal	5%					✓	
2. Interim Progress Report	10%		✓	✓	✓	✓	
3. Final Report	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 Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> <li>▪ meet the project supervisor regularly to get the supervisor’s advice and feedback;</li> <li>▪ develop own project topic, objectives and schedule and prepare project proposal;</li> <li>▪ search and digest relevant literature, academic articles and professional magazines;</li> <li>▪ conduct the study and collect relevant data accordingly to the approved project plan industriously, honestly and ethically;</li> <li>▪ submit progress reports and meets supervisor quite often to discuss and obtain supervisor’s advice;</li> <li>▪ apply relevant statistical techniques to analyze and interpret the data;</li> <li>▪ report the findings and results in a logical and systematic manner;</li> <li>▪ undertake creative and critical thinking to evaluate the issues and develop own insights in making recommendations and conclusions;</li> <li>▪ demonstrate written communication skills in the final report.</li> </ul>							
<b>Student Study Effort Expected</b>	No formal lecture, only introductory workshops at the beginning. Supervisors meet student regularly.						
	Student study effort:						
	▪ Meeting project supervisor		20 Hrs.				
	▪ Literature review and design of project proposal and prepare progress reports		60 Hrs.				
	▪ Conduct fieldwork and data collection		80 Hrs.				
	▪ Analyze data and write up final report		100 Hrs.				

	Total student study effort	260 Hrs.
<b>Reading List and References</b>	<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><b>References</b></p> <p>Babbie, E., <b>The Practice of Social Research</b>, 12<sup>th</sup> ed., Wadsworth, 2010.</p> <p>Block, P. 2000. <b>Flawless Consulting: A Guide to Getting your Expertise Used (2<sup>nd</sup> Ed.)</b>. San Francisco: Jossey-Bass, 2000.</p> <p>Cassell, C. &amp; Symon, G., <i>Qualitative Methods in Organisational Research: A Practical Guide</i>. SAGE, 1994,</p> <p>Cooper, D., <i>Business Research Methods</i>. 8th ed., McGraw-Hill, 2002.</p> <p>Norusis, M. J., <b>SPSS 16.0 Guide to Data Analysis</b>. N.J.: Prentice Hall, 2008.</p> <p>Rasiel, E. M., &amp; Friga, P. N. 2002. <i>The McKinsey Mind: Understanding and Implementing the Problem-solving Tools and Management Techniques of the World's Top Strategic Consulting Firm</i>. McGraw-Hill, 2002.</p> <p>Sekaran, U., <i>Research Methods for Business: A Skill Building Approach</i>. Wiley, 2003.</p> <p>Vandenbosch, B. <i>Designing Solutions for Your Business Problems: A Structured Process for managers and Consultants</i>, San Francisco: Jossey-Bass, 2003.</p> <p>Zikmund, W.G., <i>Business Research Methods</i>, Ohio: South-Western, 2010.</p> <p><b>Other recommended journals and magazines</b></p> <p><i>Academy of Management Journal</i></p> <p><i>Financial Times</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> <p><i>McKinsey Quarterly</i></p>	