

## Subject Description Form

<b>Subject Code</b>	MM4942
<b>Subject Title</b>	Marketing 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> Marketing Research (MM3761) or equivalent
<b>Role and Purposes</b>	<p>The Capstone Project is designed to consolidate students' learning experience accumulated over the entire undergraduate study in a project. It employs an independent study format primarily overseen by a project supervisor, and is taken during a student's final year in the programme. The aims of this capstone project are to enhance students' generic competencies, as well as prepare them for professional practice in the workplace, for further academic pursuits, and for lifelong learning.</p> <p>The capstone project is directed toward cultivating the following desired graduate attributes: (a) critical thinking and problem-solving abilities, (b) creativity and innovation (c) leadership and teamwork skills, and (d) entrepreneurship. In addition, students' ability in communicating in English writing and contributing to business organizations and for continued development can be enhanced.</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, identifying and evaluating business opportunities as they arise (<b>BBA Outcome 5</b>).</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>Two to three students will form a group to work on the capstone project. In exceptional cases, single-person projects may be allowed. The scope of the project will depend on the size of the group. The Capstone Project could be an investigation into a problem faced by an organization or an academic research project with underlying conceptual theories and rigorous research methodologies. The project should demonstrate the student's ability to synthesize and apply the knowledge and skills acquired to real-world issues and opportunities. It should affirm the student's ability to think critically and creatively, solve practical problems, demonstrate mastery and application of leadership and entrepreneurial thinking. Students' peer and self assessment of contribution to a</p>

	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.						
<b>Teaching/Learning Methodology</b>	<p>The Capstone Project is an original and independent study which requires students to integrate what they have learnt from various subjects in the BBA programme. The subject Marketing Research (MM3761) provides the foundation for the methods and research skills needed to carry out this project with minimum aid from the supervisor.</p> <p>Students attend an introductory briefing before embarking on this capstone. They then choose a topic they wish to work on and design the research plan. The topics chosen may be adjusted after consultation with their supervisor. Students meet with their supervisors periodically to report their progress. They are also required to submit reports at different stages of the project.</p>						
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	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></p> <p>Various methods are designed to ensure that all students taking this subject: -</p> <ul style="list-style-type: none"> <li>▪ meet the supervisor regularly;</li> <li>▪ search for relevant journal articles, industry reports from published sources;</li> <li>▪ develop project objectives and prepare the project proposal;</li> <li>▪ conduct data collection independently;</li> <li>▪ apply relevant business techniques to analyse the data;</li> <li>▪ interpret the findings;</li> <li>▪ report the results in a clear and systematic manner;</li> <li>▪ develop new insights in the business area;</li> <li>▪ demonstrate leadership and entrepreneurship skills in developing a new business; and</li> <li>▪ demonstrate communication skill in English report writing.</li> </ul>							

	Feedback is given from supervisor during the regular meeting.	
<b>Student Study Effort Expected</b>	No formal lecture.	
	Student study effort:	
	Meeting with supervisor	20 Hrs.
	Project Proposal	60 Hrs.
	Data collection/Analysis/Report writing	180 Hrs.
	Total student study effort	260 Hrs.
<b>Reading List and References</b>	<p>1. Project Guidance Notes prepared by the Department.</p> <p>2. Students should find relevant references for the chosen research topic and supervisor may suggest readings.</p> <p><b>References</b>  Burns, A. C., Veeck, A. and Bush, R. F. Marketing Research, 8<sup>th</sup> edition, Pearson, 2016.  Aaker, D. A., Kumar, V. and Day, G. S. Marketing Research, 11<sup>th</sup> edition, Wiley, 2012.  Churchill, G. A. and Iacobucci, D. Marketing Research: Methodological Foundations, 10<sup>th</sup> edition, South-Western Cengage Learning, 2009.  Cooper, D. R. and Schindler, P. S. Business Research Methods, 12<sup>th</sup> edition, McGraw-Hill Education, 2013.</p>	