

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	MM6891
Subject Title	Guided Study in Management and Marketing I
Credit Value	3
Level	6
Pre-requisite/ Co-requisite/ Exclusion/	None
Objectives	Study topics related to current research.
Intended Learning Outcomes <i>(note 1)</i>	Upon completion of the subject, students will be able to: a. Understand the fundamental results and methodologies of current research; b. Initiate and carry out research in related areas.
Subject Synopsis/ Indicative Syllabus <i>(note 2)</i>	Topics are provided by the Chief Supervisors related to the students' research area in order to help them start writing their research proposals.
Teaching/Learning Methodology <i>(note 3)</i>	<p>Research Proposal In consultation with the Chief Supervisor, the student works out a proposed research plan which must show evidence of sound background research and state in specific terms:</p> <ol style="list-style-type: none"> a. aims and objectives; b. review of literature and definition of the theoretical concepts to be used; c. the basis for the research problem with reference to other such research; d. methodology of the study, i.e. the ways in which data are to be collected, analysed and reported; e. a research schedule. <p>After the initial research plan, students monitor their own progress throughout the preparation of the proposal. They are encouraged to seek advice from Chief Supervisors whenever necessary.</p> <p>Progress Continuous monitoring is made on students' performance such as: discussion of assigned readings; quality of submitted written assignments such as literature review; annotated bibliographies; comprehension of the task in hand; planning, initiative, and thoroughness of investigation.</p>

Assessment Methods in Alignment with Intended Learning Outcomes <i>(note 4)</i>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.			
	Continuous Assessment*	100%					
	1. Research proposal	100%	✓	✓			
	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>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p>							
Student Study Effort Expected	Class contact:						
	▪ Meetings with Chief Supervisor		30 Hrs.				
	Other student study effort:						
	▪ Reading and Preparation for research proposal		78 Hrs.				
	Total student study effort		108 Hrs.				
Reading List and References	Provided by Chief Supervisor of the student						

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.