

# MGT4101: PROJECT

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Project

### Subject Code

MGT - Management

### Course Number

4101

### Academic Unit

Management (MGT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

CB2300 Management

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The aims of this course are to:

- Develop student' s basic/applied research skills in business management areas.
- Enhance student' s ability to apply conceptual business management theories to real life situation.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Illustrate how important issues related with an organization (for profit, social enterprise, NGO, or public corporation) can be innovatively addressed.		x	x	x
2	Apply the skills of quantitative and/or qualitative analysis to analyze, interpret, and critically evaluate key business management issues.			x	
3	In discovery spirit, design and implement a business management research project from start to end.		x	x	x
4	Communicate and present effectively the content, findings and conclusion of the project in a professional report format.				x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	1	Mainly in lectures, equip students with basic capabilities to design and implement their chosen business management research project.	1, 2, 3	
2	2	Using lecture and mini cases to introduce a selected number of business management theories, which enable students to choose from in applying into their projects. Students are required to work independently.	1, 2, 3	

3	3	Student presentation and discussion so that they can learn from each other in the entire research process.	1, 2, 3, 4	
4	4	Supervision to provide research support to the entire research process.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Design	1	20	
2	Method	2	20	
3	Content	3	40	
4	Oral presentation	4	20	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Design

**Criterion**

Significance of the issues

**Excellent (A+, A, A-)**

Excellent significance of the issues

**Good (B+, B, B-)**

Good significance of the issues

**Fair (C+, C, C-)**

Fair significance of the issues

**Marginal (D)**

Low significance of the issues

**Failure (F)**

No significance of the issues

**Assessment Task**

Method

**Criterion**

Quality of research process management

**Excellent (A+, A, A-)**

Excellent quality of research process management

**Good (B+, B, B-)**

Good quality of research process management

**Fair (C+, C, C-)**

Fair quality of research process management

**Marginal (D)**

Low quality of research process management

**Failure (F)**

Poor quality of research process management

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**Assessment Task**

Content

**Criterion**

Quality of analysis and discussion

**Excellent (A+, A, A-)**

Excellent quality of analysis and discussion

**Good (B+, B, B-)**

Good quality of analysis and discussion

**Fair (C+, C, C-)**

Fair quality of analysis and discussion

**Marginal (D)**

Low quality of analysis and discussion

**Failure (F)**

Poor quality of analysis and discussion

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**Assessment Task**

Oral and written presentation

**Criterion**

Quality of oral and written presentation

**Excellent (A+, A, A-)**

Excellent quality of oral and written presentation

**Good (B+, B, B-)**

Good quality of oral and written presentation

**Fair (C+, C, C-)**

Fair quality of oral and written presentation

**Marginal (D)**

Low quality of oral and written presentation

**Failure (F)**

Poor quality of oral and written presentation

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## Part III Other Information

**Keyword Syllabus**

Business management research, applied research project management.

**Reading List**

**Compulsory Readings**

Title	
1	Easterby-Smith, E. , Thorpe, R. & Jackson, P. (2012) Management Research, 4th ed., Sage.
2	Cooper, D.R. & Schindler, P.S. (2014) Business Research Methods, 12th ed., McGraw-Hill

**Additional Readings**

Title	
1	Will be offered to students when their research proposals have been accepted.