

# FB6700: MBA PROJECT

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

MBA Project

### Subject Code

FB - College of Business (FB)

### Course Number

6700

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

Modern notions of business education emphasize autonomous learning, independent critical thinking, and analytical capacity. This course aims to provide a vehicle for students to relate theory to practice and to demonstrate enhanced

managerial competence through the investigation and analysis of a significant business problem in a chosen area of management operation or strategy, and by the implementation of appropriate proposals to tackle the business problem.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the inter-related and dynamic components of the business environment at the regional and global levels;	x	x	
2	Justify and apply different approaches in case research and problem investigation;	x	x	
3	Explain different stages of case study process;	x	x	x
4	Demonstrate ability for decisive problem solving in actionable research;	x	x	x
5	Apply independent decisions and insights on the subject matter.	x	x	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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will engage in formal lectures to gain knowledge about the course topics.	1, 2, 3, 4, 5
2	Workshop	In workshops, students will engage in discussion about the lecture content and practice what they learnt by doing exercises and presentations, and improve their knowledge by engaging with other students' presentations.	1, 2, 3
3	Peer-Discussion	Student will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	1, 2, 3, 4, 5

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks ("- for nil entry)</b>	<b>Allow Use of GenAI?</b>
1	Participation	1, 2, 3, 4, 5	25	Contribution in group meetings and quality of work in project charter, proposal and progress reports / presentation.	Yes
2	Final (Group) Project Presentation	1, 2, 3, 4, 5	15	25-30 minutes presentation (including 5-10 minutes for Q&A).	No
3	Final (Group) Project Report	1, 2, 3, 4, 5	35	Project report will typically consist of about 30 to 40 pages, excluding references and appendices.	No
4	Individual Report	1, 2, 3, 4, 5	25	Individual report should be around 10-15 pages using single line spacing throughout.	Yes

**Continuous Assessment (%)**

100

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

Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B, B-) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Fair**

(C+, C, C-) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Marginal**

(D) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

**Failure**

(F) No evidence of original thinking; fair organization, capacity to analyse and synthesize; unable to grasp of the subject matter.

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**Assessment Task**

Final (Group)Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B, B-) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Fair**

(C+, C, C-) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Marginal**

(D) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

**Failure**

(F) No evidence of original thinking; fair organization, capacity to analyse and synthesize; unable to grasp of the subject matter.

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**Assessment Task**

Final Group Project Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B, B-) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Fair**

(C+, C, C-) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Marginal**

(D) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

**Failure**

(F) No evidence of original thinking; fair organization, capacity to analyse and synthesize; unable to grasp of the subject matter.

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**Assessment Task**

Individual Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to demonstrate integrated learning in the individual written report

**Excellent**

(A+, A, A-) Demonstrate excellent ability to fully integrate learning in the individual written report.

**Good**

(B+, B, B-) Demonstrate good ability to moderately integrate learning in the individual written report.

**Fair**

(C+, C, C-) Demonstrate fair ability to somewhat integrate learning in the individual written report.

**Marginal**

(D) Demonstrate poor ability to integrate learning in the individual written report.

**Failure**

(F) Not able to demonstrate learning from this course in the individual written report.

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**Assessment Task**

Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Marginal**

(B-, C+, C) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Failure**

(F) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

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**Assessment Task**

Final (Group)Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Marginal**

(B-, C+, C) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Failure**

(F) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

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**Assessment Task**

Final Group Project Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Regular consultation with supervisors on research proposal, presentation and report

**Excellent**

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good**

(B+, B) Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.

**Marginal**

(B-, C+, C) Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.

**Failure**

(F) Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.

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**Assessment Task**

Individual Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Ability to demonstrate integrated learning in the individual written report

**Excellent**

(A+, A, A-) Demonstrate excellent ability to fully integrate learning in the individual written report.

**Good**

(B+, B) Demonstrate good ability to moderately integrate learning in the individual written report.

**Marginal**

(B-, C+, C) Demonstrate fair ability to somewhat integrate learning in the individual written report.

**Failure**

(F) Demonstrate poor ability to integrate learning in the individual written report.

**Part III Other Information****Keyword Syllabus**

1. The College will appoint a MBA Project Coordinator to coordinate the project/case study subjects and arrange supervisors.
2. A Project Supervisor will be appointed for each project case. S/he will be responsible inter-alia for the following matters:
  - (a) Ensuring that the proposed project meets the agreed criteria.
  - (b) Liaising with outside organizations as necessary.
  - (c) Providing appropriate supervision i.e. of the right quality and amount.
  - (d) Initial supervision and facilitating the operation of learning sets and/or project teams.
  - (e) Checking on students' progress.
  - (f) Assessment of the project report.

**Reading List****Compulsory Readings**

Title	
1	Nil

**Additional Readings**

Title	
1	Yin, R. K. Applications of Case Study Research, 3rd ed, Sage, Newbury Park, 2012.
2	Zikmun, W. G., Babin, B. J., Carr, J. C., and Griffin, M. Business Research Methods. 8th ed, Mason, OH: Thomson/South Western. 2011.
3	Booth, W. C., Colomb, G. G., & Williams, J. M. The craft of research. 3rd ed, Chicago: University of Chicago Press. 2008.
4	Christensen, C., Garvin, D., and Sweet, A. Case Method, 3rd ed, Harvard Business School, 1994.
5	Selected readings from books, journals, and magazines will be provided.