

MGT4101: MANAGEMENT PROJECT

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Management 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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course offers an immersive learning experience for students to build practical, interdisciplinary skills through management project engagement with real-life start-ups and companies. Designed to enhance students' entrepreneurial

skills, innovation and strategic thinking, the course assigns groups of students to work on a management project with a designated organization. Each group will receive a unique project case with specific scope and business objectives, allowing each group to work on real-world management and/or entrepreneurial problems and challenges.

The course is tailored for students who possess learning initiative, positive attitude and team-orientated mindset. Through this immersive experience, students apply prior learnings to practical problem solving, fostering the integration of management concepts with entrepreneurial spirit.

Participants will elevate their problem-solving skills, build professional networks, and prepare for future career pursuits.

The course culminates in a comprehensive project report and group presentation to the designated company's management team and the course professor, showcasing the collaborative deliverables of the student groups.

This course aims to address the following key development areas:

- Provide students with hands-on experience to solve real-world problems in live project cases with start-ups and companies.
- Build students' problem-solving and decision-making skills through an integrated, strategic approach that considers problem statements, solutions, feasibility and impact.
- Apply theoretical learning in practical applications in the fields of management and innovation.
- Encourage collaboration and teamwork among students as they work towards achieving specific project objectives.
- Strengthen professional networks and industry connections through interactions with business leaders and peers.
- Improve students' job market competitiveness by equipping them with practical skills and experience.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Develop team-based problem solving mindset and critical thinking. Demonstrate curiosity and creativity to solve real-world management and entrepreneurial problems, and collaborate with peers to explore high impact and implementable solutions.	30	x	x	
2	Apply essential research skills to analyze and interpret business data, enabling students to develop actionable insights and create solutions for issues in actual business settings.	40	x	x	x
3	Communicate effectively and professionally in real-life business context. Demonstrate proficiency in articulating business insights and solutions through clear, structured and data-backed written reports and compelling presentation delivery.	30	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	Project Proposals	Project proposals that address the diagnosis of real-life business challenges and outline innovative solutions. This activity strengthens written communication, analytical skills, and the ability to articulate structured approaches to problem solving.	1, 2	
2	Project Report	Student will deliver final report of project outcomes and innovative solutions to partnered organizations and peers. This activity hones effective communication skills and demonstrates the ability to present well-organized, impactful content in a professional business report.	1, 2	
3	Group Presentation	Student will deliver group presentation of project outcomes and innovative solutions to partnered organizations and peers. This activity builds effective communication skills and presentation delivery in a professional environment.	1, 3	
4	Mini-lectures & Individual Reflections	Equip students with essential knowledge about the theory and practice applicable to business consulting and problem solving. Interim and final individual reflections on key learning areas.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks	Allow Use of GenAI?
1	Project Proposal	1, 2	10	-	No
2	Project Report	1, 2	40	-	No
3	Group Presentation	1, 3	30	-	No

4	Class Performance & Individual Reflection	1, 2, 3	20	-	No
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Project Proposal

Criterion

Clarity and thoroughness of the initial project proposal, demonstrating understanding of project scope and objectives.

Excellent (A+, A, A-)

Presents a clear, comprehensive proposal; shows deep understanding of project scope; articulates objectives with precision.

Good (B+, B, B-)

Presents a well-structured proposal; demonstrates solid understanding of project scope; articulates objectives clearly.

Fair (C+, C, C-)

Presents an adequate proposal; demonstrates moderate understanding of project scope; outlines objectives satisfactorily.

Marginal (D)

Presents a basic proposal; demonstrates minimal understanding of project scope; outlines objectives vaguely.

Failure (F)

Presents an unclear or incomplete proposal; shows little to no understanding of project scope; lacks clarity in objectives.

Assessment Task

Project Report

Criterion

Development and proposal of innovative solutions to a real-world management problem, including critical evaluation of potential impacts. Quality and thoroughness of the final written report, demonstrating analysis, solution implementation, and reflection on results.

Excellent (A+, A, A-)

Delivers an insightful, thorough report; demonstrates excellent analysis and reflection; presents solutions effectively with robust evidence.

Good (B+, B, B-)

Delivers a clear, well-discussed report; demonstrates strong analysis and reflection; presents solutions with solid evidence.

Fair (C+, C, C-)

Delivers an adequate report; demonstrates acceptable analysis and reflection; presents solutions with reasonable evidence.

Marginal (D)

Delivers a basic report; demonstrates limited analysis and reflection; presents solutions with little evidence.

Failure (F)

Delivers an incomplete or unclear report; demonstrates poor analysis and reflection; provides inadequate or unsupported solutions.

Assessment Task

Group Presentation

Criterion

Effectiveness of oral presentation, including clarity of communication, organization, and ability to engage the audience.

Excellent (A+, A, A-)

Delivers a highly engaging and well-structured presentation; communicates clearly and convincingly; demonstrates exceptional team coordination.

Good (B+, B, B-)

Delivers a clear and organized presentation; communicates effectively; demonstrates good team coordination.

Fair (C+, C, C-)

Delivers an adequate presentation; communicates reasonably well; demonstrates some team coordination.

Marginal (D)

Delivers a basic presentation; communicates with minimal clarity; demonstrates limited team coordination.

Failure (F)

Delivers an ineffective presentation; communicates poorly; shows little to no team coordination.

Assessment Task

Class Performance and Individual Reflection

Criterion

Consistency and level of engagement throughout the lecture and project phase, including individual contribution to team activities and ability to articulate key individual learnings.

Part III Other Information

Keyword Syllabus

Management, innovation, startup, business presentation, professional etiquette, work experience, entrepreneurship experience, entrepreneurship and consultancy project, team-based learning.

Reading List

Compulsory Readings

Title	
1	Cole Nussbaumer Knaflitz, Storytelling with Data - A Data Visualisation Guide for Business Professionals (latest version)

Additional Readings

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