

ADMS | **Advanced Diploma in Management Studies Programme**

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| Course Name | : Management Project |
| Course Code | : 82 |
| Basic Course / Optional Course / Compulsory Course | : Compulsory Course |
| QF Level | : 4 |
| No. of QF Credit | : 9 |
| Mode of Tuition | : Supervision approach |
| Class Contact Hours | : 4 hours |

Brief Course Description

This module allows students to demonstrate the ability to apply their knowledge and skills to a real management situation, usually within their own organization. Under the guidance of a supervisor, students are required to complete a project leading to recommendation for action(s) or presenting a system or a method that they would wish to see implemented.

Objective

This course aims at providing the opportunity for students to make use of what they learnt in different modules in the programme and to develop their own research and report skills. Students are provided with a platform to seek advice from their supervisors, complete the projects, and produce the reports of their selected topics. This helps students to identify management problems through real case research and study, thus enhance their skills of judgment, analysis, organization and expression.

Course Intended Learning Outcomes (CILO)

Upon completion of the module, students should be able to:

- CILO1: identify and define practical business issues and problems for conducting one's own project study.
- CILO2: apply appropriate research methods to collect, synthesize and analyze relevant information for making a meaningful conclusion of the research for the involved project.
- CILO3: analysis and evaluate research findings for devising business strategies, plans and recommendations on one's independent project study.
- CILO4: demonstrate requisite organization and presentation skills for structuring one's project report in a professional way.

CILO5: identify management problems through real case research and study.

Measurement of Learning Outcomes

1. By attending the initial large group briefing session and a two-hour group-based meeting with their own supervisor, students can be expected to gain an understanding of generic types of research project topics, common research objectives and methodologies with generic examples from previous student projects, and be able to identify the individual research area, narrow down the research topic and issues at the earliest stage. [CILO 1,2,5]
2. By regularly meeting and receiving academic supports from one's own supervisor, students can make a steady progress in their independent studies. [CILO 1 - 5]
3. The project proposal is used to assess students' ability in formulating research problems and methods. [CILO1,2,5]
4. Interim report is used to assess students' interpretation over the involved research findings, analyses and recommendations. The interim report mechanisms can help students achieving the successful completion of their studies in time. [CILO 1 - 5]
5. The final report is a testimony of students' skills in organizations, presentation and analysis. The students are expected to learn from the supervisor's resultant feedback on one's project and apply the learnt skills in their future work and/or study. [CILO 1 - 5]

Indicative Content

The project provides an opportunity for students to practice and reflect upon the complexity of business problem solving methods. Maturity in making necessarily subjective assessment is required in projects to at least the same extent as command of objective investigative techniques. It is central to the philosophy of this programme that educated and mature judgement is essential to success in a business career. Through working on this management project, the students will be able to demonstrate the following skills:

1. Self-learning skill
2. Knowledge seeking skill
3. Data analyzing skill
4. Problem solving skill
5. Project management skill
6. Report-writing skill
7. Presentation skill
8. Time management skill

The following working schedules are recommended:

- 1) Development of project proposal consisting of setting up research topic and research objectives, and designing research methods over data collection and analysis methods (at the early stage – week 1 – 2)
- 2) Periodic meetings and communication for project proposal, discussion and feedback sessions for a project's interim report (after the submission of project proposal, start the research and prepare the report – week 3 -11)
- 3) Comment and feedback for project's draft report and final report's content, structure and presentation format. (after the submission of interim report, revise and prepare the final report – week 12-15)

Teaching Method / Class Activities

Guidance by supervisors is the main method of tuition. Such supervision aims at assisting students to identify root causes rather than symptoms of business issues and problems, apply appropriate research skills, and develop meaningful and feasible conclusions and recommendations.

This management project aims at developing students' self-learning and problem-solving skills. The core of this course is a project, which is completely initiated and directed by the students themselves. Students will be given briefing on topic selection, research design and analysis method. In order to provide comprehensive advice to students, each student will undertake an individual project, and be supervised by a supervisor. Students are expected to take initiatives for seeking guidance, advice and assistance from their supervisors during different stages of the project. They are expected to report their project progress to their supervisors from time to time. Students are allowed to request meetings with the supervisor through emails, telephone or any other means both parties see appropriate.

Weighting of Assessments:

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| Project Proposal | 20% |
| Interim Report | 20% |
| Final Report | 60% |
| Total | 100% |

The assessment criteria are set out as below:

Project Proposal (20%)

As a sound foundation for the project, the individual's project proposal should outline clearly the managerial issues and problems, the related research objectives and questions, the data collection and analysis methods, the time schedule and budget, and the expected outcomes and potential contributions.

- i. Overall title setting (2 marks)
- ii. Magnitude of business problems (4 marks)
- iii. Rationale to conduct research (2 marks)
- iv. Research aims and objectives (2 marks)
- v. Research project's data collection and implementation (2 marks)
- vi. Table of contents (3marks)
- vii. Works cited (3 marks)
- viii. Presentation style (2marks)

Interim Report (20%)

The interim report should describe and analyze preliminary findings being collected for the individual's project, and demonstrate an individual's interpretation of the findings in a way that help to inform the involved research questions and the corresponding managerial decisions.

- i. Title page and table of content (2 marks)
- ii. Business problems, research rationale and underlying theoretical issues (2 marks)
- iii. Research objectives and research methods (2 marks)
- iv. Findings' description, analysis and interpretation (8 marks)
- v. Conclusion and recommendation (2 marks)
- vi. Citation and referencing (2 marks)
- vii Organization / for matting (1 mark)
- viii Presentation / style (1 mark)

Final Report (60%)

The final report should cover the following parts:

- i. Title page and table of content (6 marks)
- ii. Business problems, research rationale and underlying theoretical issues (12 marks)
- iii. Research objectives and research methods (6 marks)
- iv. Findings' description, analysis and interpretation (12 marks)
- v. Conclusion and recommendation (12 marks)
- vi. Citation and referencing (6 marks)
- vii Organization / for matting (3 mark)
- viii Presentation / style (3 marks)