**SBM1302 Major Project**

<table>
<thead>
<tr>
<th><strong>UOS CODE</strong></th>
<th><strong>UOS NAME</strong></th>
<th><strong>CREDIT POINTS</strong></th>
<th><strong>STATUS</strong></th>
</tr>
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<tbody>
<tr>
<td>SBM1302</td>
<td>Major Project</td>
<td>12</td>
<td>Advanced Elective</td>
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**SUMMARY**
The purpose of SBM1302 Major Project is to permit students to conduct a research project which would be similar in study volume to 12 credit points (approximately equal to 2 units of study) but conducted under supervision. Normally such research projects are focussed on complex case studies and theory building, related to state of the practice or policy etc. The main difference between SBM1301 and SBM1302 is the fact that the latter scope extends to theory building and development of new knowledge or synthesis of a new industry methods based on application of innovative concepts derived from the research work. The research can also address policy, society and industry trends, such as globalisation, sustainability, life extension of facilities, job creation and so on. Thus, research outcomes will aim to shed new light on an area of interest to industry and practice, and respond to the problem identified in the Research Brief. As stated the scope of SBM1302 includes development of solutions to address the findings of the case studies or field investigation, including building new theories and or extrapolation of findings to new complex situations etc. Testing of hypotheses or development of fresh insights and propositions form scope of the research in SBM1302. The objective is to teach students how to formulate and conduct a research problem systematically, including new syntheses and or fresh theories following formalised research methods. This will also lead to enhancement of student’s research skills and competencies (see below).

- (a) Research methods and techniques,
- (b) Literature review and critical appraisal techniques,
- (c) Conceptual Modelling
- (d) Development and testing of hypotheses,
- (e) Conduct of fieldwork and or experiments and validation of the results,
- (f) Interpretation and documentation of findings.
- (g) Extrapolation & Development of new concepts/theories

**COURSE CONVENOR ADVISORS**
Associate Professor Soo May Cheng

**ASSUMED KNOWLEDGE**
This is an advanced unit of study undertaken normally in the last semester of MBPM program.

**APPROXIMATE WORKLOAD**

<table>
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<tr>
<th>Lectures &amp; Workshops</th>
<th>Team Work</th>
<th>Personal Work</th>
<th>Total Workload</th>
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<tr>
<td>100 hours</td>
<td>-</td>
<td>360 hours</td>
<td>460 hours</td>
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**PRE-REQUISITE (course name)**
Students must complete at least 2 semesters of studies and have a minimum Credit average result to be permitted to undertake SBM1300 or SBM1301. Students need special permission to enrol in SBM1302. Note that SBM1300, SBM1301 and SBM1302 are mutually exclusive.

**OBJECTIVES**
SBM1302 is of interest to those who wish to continue studies at Doctoral level or pursue a career in research intensive organisations in this field. It aims to impart high level and formalised research skills to students and in the process also give them an opportunity to pursue in-depth studies related to a problem or industry practice or other broad policy issues, extend their knowledge and gain fresh perspectives. It goes one step above SBM1301 in that students are required to create a new synthesis and develop fresh insights or extend and extrapolate knowledge to new complex contexts.
**TARGET COMPETENCIES (Business and Management)**

Target competencies in this unit of study comprise the following:

- Identifying and Defining a Statement of Purpose
- Conceptual Modelling
- Research methods and techniques,
- Literature review and critical appraisal techniques
- Development and testing of hypotheses
- Conduct of fieldwork and or experiments and validation of the results
- Interpretation and documentation of findings
- Other aspects of conducting research
- Building new theories and or testing hypotheses
- Development of new syntheses

**TARGET COMPETENCIES (Personal and Socio-cultural)**

- Generic: All competencies that are common to all professionals (including cognitive and communication abilities, problem solving and analytical mindset)
- Leadership: Ability to direct, motivate & manage individuals & teams.
- Commitment: Ability to dedicate to tasks & to project outcomes.
- Attitude: Ability to create the right frame of mind that promotes integrity & support for achievement of project goals within a social context.
- Self Direction: Ability to manage within and without guidelines & processes, and to work without supervision.
- Learning: Ability to commit to continuous improvement in knowledge, skills & attitude, & to creating new knowledge developing skills & approaches.
- Cultural Empathy: Ability to respect for & accommodation of individual lifestyle, beliefs & norms.
- Creativity & Innovation: Capacity to generate new ideas/approaches & make them happen.

**MODES OF DELIVERY**

For on-campus delivery it is face-to-face delivery supported by the unit website. For online delivery it is delivered via the Virtual Classroom Software or through self study supported by the unit website. Students will also be expected to attend selected off-campus research seminars and report back in the weeks indicated.

**ASSESSMENT**

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<tr>
<th>Assessment Component</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Competencies Assessed</th>
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<tbody>
<tr>
<td>Research Brief</td>
<td>Week 1</td>
<td>Pass/Fail</td>
<td>(a)</td>
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<tr>
<td>Research proposal</td>
<td>Week 3</td>
<td>15%</td>
<td>(a) and (b)</td>
</tr>
<tr>
<td>Field work and data collection</td>
<td>Week 6</td>
<td>15%</td>
<td>(c) and (d)</td>
</tr>
<tr>
<td>Analysis and testing of hypotheses</td>
<td>Week 8</td>
<td>15%</td>
<td>(c) to (e)</td>
</tr>
<tr>
<td>Extrapolation &amp; Development of new concepts/theories</td>
<td>Week 9</td>
<td>15%</td>
<td>(g)</td>
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<tr>
<td>Finalisation &amp; Submission of dissertation (Guide: 15,000 words or 30 pages)</td>
<td>Week 11</td>
<td>15%</td>
<td>(a) - (f)</td>
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<tr>
<td>Oral presentation and viva</td>
<td>Week 13 and Week 14</td>
<td>15%</td>
<td>(a) - (f)</td>
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<tr>
<td>Off-campus seminars / online webinars</td>
<td>Weeks 2,4,5,7,10</td>
<td>10%</td>
<td>(a) – (g)</td>
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Note: the research conducted in SBM1302 must be of quality and standard that can produce a refereed journal paper (in recognised journals). Acceptance of publication of the research results will be a good indication of the depth and breadth of research conducted.
Prescribed readings will relate to research methods and techniques. Depending on the actual scope and focus of the projects undertaken by students additional references are needed. The following sources can be accessed via EBSCO library to gain an in-depth understanding of general research methods, tools and techniques:

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<th>SELECTED REFERENCES</th>
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**Other Useful References**

Those that are particularly useful are marked with *

**Research design**


**Questionnaire design**


**Scale selection and construction**


**Basic statistics**


Wadsworth.


**Advanced statistics**


**Preparing your report**


**Useful websites**

In addition to the more traditional paper-based resources, there are many websites you may find useful. There has been an explosion in the number of statistics sites on the Web—some statistics texts are completely web-based. I have listed some useful starting points for you below. These sites also have links to many other potentially useful sites.

- **http://www.gutenberg.org/**
  Project Gutenberg offers over 46,000 free ebooks: choose among free epub books, free kindle books, download them or read them online.

  This site contains free downloads of a wide variety of statistics tools and calculators.

- **http://vassarstats.net/index.html**
  This is a link to the VassarStats website, which provides a range of tools for performing statistical computation. There is a companion online textbook that goes with this site available from http://vassarstats.net/textbook/

- **http://www.nova.edu/ssss/QR/QR12-2/onwuegbuzie2.pdf**

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<th>Software</th>
<th>N.A.</th>
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<tr>
<th>Contents and Structure</th>
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<td>SBM1302 aims at imparting high level research knowledge and skills to students so that they can design and conduct a substantial research project to investigate a problem or an opportunity and deliver the results in a scientifically valid manner. In addition they will learn to develop new syntheses or solutions or extend the research outcomes to new and complex situations in an artful manner. These can include detailed and systemic case studies with a view to shedding new insights and or examining the efficacy of application of innovative ideas in practice or conducting comparative studies etc. Students electing to complete these units should focus on the topics that are within the domain of business and project management. The topics can be either an extension of the assignment completed as part of a particular unit of study, or a research topic assigned by the supervisor or suggested by student and agreed to by the assigned supervisors. SBM1302 is semester based and need to be completed within the allocated 14 weeks of study unless there are special circumstances that demand extension of the duration to 2 semesters.</td>
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The scope comprises the following (see unit of study website for details):

- Weekly research training workshops,
- Attendance in research seminars off-campus or online
- Start up and general orientation,
- Literature review and formulation of research plan,
- Fieldwork and data collection,
- Data analysis, testing of hypotheses and observations,
- Dissertation/Research Report and presentation.
- Building of new theories and or bodies of knowledge

Students work on approved research proposals under the supervision of the Course Convenor but are also assigned to individual academic staff to receive advice and support related to their research project. It is expected that students will show a high level of initiative in terms of expanding their horizons and attempting to collect data and information from all relevant sources, not merely rely on the information they can gather from the faculty. Students must attend the scheduled sessions as per the program shown on the unit website or in the unit of study guide.

Note that the scope of SBM1302 is double that of SBM1300 or 1301, and this should be clearly demonstrated in the research plan/proposal developed in Phase 1.

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<th>Learning Process and Program</th>
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<tr>
<td>Students will attend weekly research workshops in research methods, literature review and critical appraisal techniques, conceptual modelling, development and testing of hypotheses; interpretation and documentation of findings and other aspects of conducting research/investigation. Each student will develop and submit his/her own Research Brief in the first week. They then proceed to conduct literature review on their chosen topic and prepare their research plan/proposal. This phase involves delineation or development of the appropriate hypotheses and or precepts/theories that can underpin their research methodology. After receiving feedback and guidance from the supervisor on their proposals students proceed to conduct the field investigation and collect the necessary data. They then analyse the data, test their hypotheses and draw appropriate conclusions. These are presented to and discussed closely with their supervisors who will give student appropriate feedback and guidance to allow them to enter the next phase of their research project, mainly theory building and development of fresh perspectives or systems or innovations. Upon satisfactory completion of this second phase of research students will be given permission to proceed to the compilation and preparation of their dissertation for examination.</td>
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