SBM1300 Research Project

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<thead>
<tr>
<th>UOS CODE</th>
<th>UOS NAME</th>
<th>CREDIT POINTS</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>SBM1300</td>
<td>Research Project</td>
<td>6</td>
<td>Core</td>
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**SUMMARY**

SBM1300 Research Project is the capstone unit for the MBPM course but can also be taken by MBA/MBM students as an elective unit of study. It is normally completed in the last semester of student’s course and focuses on formal academic research that will draw upon the studies completed beforehand. Students are allocated a research question related to one of the underpinning disciplines in business and project management, e.g. comparison of critical chain and critical path methods of planning or stochastic methods for estimating cost or development of a new method for project appraisal etc. Students select a topic develop a research plan, conduct the respective research, write a paper in accordance with the guidelines provided, and present a seminar on their research work to the examiners. Students may select their topics in consultation with their assigned supervisors. The total time permitted for the conduct of this activity is one semester (14 weeks).

This unit of study will draw upon all prior learning experiences. Students will attend weekly workshops on research methods and techniques, followed by weekly sessions in which the faculty will guide students on all aspects of research, including resolution of issues specific to each student. There are clear milestones that students need to adhere to. Given that the focus is on learning to research a problem in a short period of time students must budget additional study hours outside the scheduled class timetable. As a guide, and on average up to 20 hours of additional study per week is needed to complete the research project successfully.

Completion of this unit of study will impart enhanced knowledge and skills in:

(a) Research methods and techniques,
(b) Literature review and critical appraisal techniques,
(c) Data modelling and evaluation techniques,
(d) Development and testing of hypotheses,
(e) Conduct of fieldwork and or experiments and validation of the results,
(f) Interpretation and documentation of findings.

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

**ASSUMED KNOWLEDGE**

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.

**APPROXIMATE WORKLOAD**

<table>
<thead>
<tr>
<th>Lectures &amp; Workshops</th>
<th>Personal Work</th>
<th>Total</th>
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<tbody>
<tr>
<td>50 hours</td>
<td>180 hours</td>
<td>230 hours</td>
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**PRE-REQUISITE (course name)**

Students should have achieved Credit average minimum in their first 2 semesters of study in the MBPM degree or have the equivalent knowledge prior to enrolment in this unit.

**OBJECTIVES**

The main objective is to equip students with knowledge of research principles and to assist them to demonstrate these skills in the context of a supervised research project spanning the whole semester. Thus, each student is required to plan and execute a substantial research project leading to results that can potentially add to knowledge or extend field practices.

SBM1300 will impart high level and formalised research skills to students and in the process also give them an opportunity to pursue an in-depth research project related to a topic, extend their knowledge and gain fresh perspectives. SBM1300 is normally focused on discipline related research whereas SBM1301 and 1302 are focused on industry and practice-related research. However all research projects draw on students’ prior studies (including action research skills) and follow the same research principles and techniques.

**TARGET COMPETENCIES (Business Management)**

Target learning outcomes in this unit of study comprise the following:

- Design of research methods and techniques
- Conduct of systemic literature review and critical appraisal techniques
- Conceptual Modelling
- Formulating and testing hypotheses
- Interpreting and documenting the findings
- Presenting the results
- Management of the whole research process

**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 supported by the unit website, EBSCO collections and e-books as well as e-library.
For distance mode it is conducted and facilitated online utilising the OLS and the Virtual Classroom Software supported by the unit website and supported by EBSCO collections and e-books as well as e-library.

**ASSESSMENT**

<table>
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<tr>
<th>Assessment Component</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
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<tbody>
<tr>
<td>Research Brief</td>
<td>Week 1</td>
<td>Pass/Fail</td>
<td>(a)</td>
</tr>
<tr>
<td>Research proposal</td>
<td>Week 3</td>
<td>20%</td>
<td>(a) and (b)</td>
</tr>
<tr>
<td>Field work and data collection</td>
<td>Week 6</td>
<td>20%</td>
<td>(c) and (d)</td>
</tr>
<tr>
<td>Analysis and testing of hypotheses</td>
<td>Week 8</td>
<td>20%</td>
<td>(c) to (e)</td>
</tr>
<tr>
<td>Finalisation &amp; Submission of dissertation</td>
<td>Week 11</td>
<td>20%</td>
<td>(a) to (f)</td>
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<tr>
<td>(Guide: 10,000 words or 20 pages)</td>
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<tr>
<td>Oral presentation and viva</td>
<td>Week 13 and Week 14</td>
<td>20%</td>
<td>(a) to (f)</td>
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Note: the research conducted in SBM1300 must be of quality and standard that can produce a refereed conference paper. Acceptance of publication of the research results in a conference proceeding will be a good indication of the depth and breadth of research conducted.

**SELECTED REFERENCES**
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:


**Other Useful References**

Those that are particularly useful are marked with *

**Research design**


**Questionnaire design**


**Scale selection and construction**


**Basic statistics**


**Advanced statistics**


### Contents and Structure

SBM1300 aims at imparting high level research training and skills to students so that they can design and conduct a research project to investigate a problem or an opportunity and deliver the results in a scientifically valid manner. Students electing to complete these units should focus on the topics that are within the domain of business and project management. The research topics are assigned by the academic supervisors or suggested by student and agreed to by them. SBM1300 is semester based and need to be completed within the allocated 14 weeks of study. If a student proposes to study a complex case project or organisation it is best to select SBM1301 Minor Project in lieu of SBM1300 Research Project. Students can then conduct 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.

The scope of SBM1300 comprises the following (see unit of study website for details):

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**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/](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](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://vassarstats.net/textbook/)

- [http://www.nova.edu/ssss/QR/QR12-2/onwuegbuzie2.pdf](http://www.nova.edu/ssss/QR/QR12-2/onwuegbuzie2.pdf)  

- Weekly sessions throughout the semester
- 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

Students work on approved topics under the supervision of the Course Convenor but are also assigned to individual academic staff to receive specialist 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 internal sources. Students must attend the scheduled sessions as per the program shown on the unit website or in the unit of study guide.

<table>
<thead>
<tr>
<th>Learning Process and Program</th>
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<tr>
<td>Students will attend weekly workshops to receive enhanced training in formal research methods, including critical appraisal techniques, data modelling and evaluation techniques, 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/propositions that can underpin their research methodology. After receiving feedback and guidance from their supervisors 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. When the assigned supervisor is satisfied that the actual research scope has been properly executed they will give the student permission to proceed to the compilation and preparation of their dissertation for examination purposes.</td>
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