

**The Hang Seng University of Hong Kong  
School of Business**

**SBUS4999 Senior Year Project**

**Project Handbook**

**2024-2025**

## **Preface**

This Project handbook provides information relevant to SBUS4999 Senior Year Project. Students should read it thoroughly and understand its contents. If you have any questions, please seek advice from your project supervisor or contact the School Office.

School of Business

<b>Table of Contents</b>	<b>Page</b>
I. Introduction.....	3
II. Intended Learning Outcomes.....	3
III. The Project.....	3
IV. Project Topic and Supervisor.....	4
V. Enrolment Procedures for the Module.....	4
VI. Supervisor Arrangement.....	4
VII. Assessment.....	5
VIII. Task Requirements.....	5
IX. Required Text and References .....	5

## **I. Introduction**

This module is designed for final year business students who have interest to carry out their own autonomous project work. It encourages students to apply their independent thinking on criticizing and integrating the knowledge they have learnt from different modules in a specialized business topic. Example topics may include a strategic plan, an analysis of market share, management inquiry of a socially responsible business leader, or an investigation related to corporate governance, moral branding practices, business ethics and operations management. Students undertaking this module will be individually supervised by a pertinent academic staff within the School of Business.

## **II. Intended Learning Outcomes**

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

1. plan and undertake an independent project on a topic in business
2. identify research questions and employ appropriate research methods for investigation
3. select, analyze and synthesize information relevant to the chosen topic
4. present findings of the project in an academic and professional manner
5. critically discuss and reflect upon the strengths and limitations of the study

## **III. The Project**

The Senior Year Project provides students with a capstone experience to demonstrate the knowledge and skills they have learnt in their BBA degree. It allows students to integrate the skills such as analytical, problem-solving, quantitative and writing ability and apply them to a research topic of their choice. The project requires students to develop an idea, organize the work to analyze it and to write about the work and present it orally. In addition to this, the module develops in students the following skills and attributes:

1. **Planning for the Project and Time Management** - Students should plan ahead and manage their time to meet the deadlines and to prioritise tasks that will have to be completed as part of undertaking the project.
2. **Responsibility and Independence** are promoted as each student has responsibility for developing and pursuing an independent research project. Each student has to select and use appropriate data and information, compare arguments, decide the parts of the literature to focus upon and so on.
3. **Problems solving skills** are honed through the reviewing of literature, analysing and interpreting data, identifying and evaluating solutions when writing the project.
4. **Reflective skills** are encouraged through the assessments' feedback but most importantly through the assessment that requires the students to reflect in their progress reports.
5. **Communication and presentation skills** are sharpened through the assessments of progress reports, a final project and an oral presentation.

To complete the Senior Year Project successfully, student must check that the topic is realistic in terms of the time and resources available, the scope of the issues and the availability of information. Before enrolling in the module, students are strongly encouraged to think about a suitable topic for the project and talk to a potential supervisor who has expertise in your chosen topic.

#### **IV. Project Topic and Supervisor**

Before enrolling in the Senior Year Project, students should

1. propose a topic of study related to their discipline area, and
2. identify a project supervisor.

Students who are interested in taking the module should propose a topic of study related to their discipline area and to identify an academic member who is willing to supervise the project. Upon the consent of the academic member, students will have to complete the Senior Year Project enrolment form, with the signature of the supervisor, and submit it to the School Office for registration.

It is the student’s responsibility to find a supervisor. However, if you are unable to locate one, the School may recommend a potential project supervisor but you will have to seek for their advice on their availability and if they are willing to take up the supervision of the project.

Please note that the School of Business reserves the right to reject a student proposal if the project is not a suitable topic for study or if a supervisor cannot be identified.

#### **V. Enrolment Procedures for the Module**

- *Credit will be counted to Second Semester, AY 2024/25*

<b>Time</b>	<b>Procedures</b>
9 Aug 2024 (Fri) to 4 Oct 2024 (Fri)	a. Propose a topic of interest related to your discipline area and to identify an academic member who is willing to supervise the project
	b. Identify and seek consent from an academic member to act as your supervisor
	c. Complete the Senior Year Project enrolment form with signature of your supervisor
4 Oct 2024 (Fri)	d. Deadline for Submission of the enrolment form to the School Office for registration
17 Apr 2024 (Thu)	e. Deadline for Submission of Project

- *Credit will be counted to Summer Term, AY 2024/25*

<b>Time</b>	<b>Procedures</b>
13 Dec 2024 (Fri) to 21 Feb 2025 (Fri)	a. Propose a topic of interest related to your discipline area and to identify an academic member who is willing to supervise the project
	b. Identify and seek consent from an academic member to act as your supervisor
	c. Complete the Senior Year Project enrolment form with signature of your supervisor
21 Feb 2025 (Fri)	d. Deadline for Submission of the enrolment form to the School Office for registration
18 Jul 2025 (Fri)	e. Deadline for Submission of Project

## **VI. Supervision Arrangement**

This is an independent study project and when you start your work, you are expected to meet your supervisor as when and needed. It is imperative that you make the initiative to make appointments with your supervisor and attend the meeting at the time arranged. Communicating with your supervisor through emails and other means are also encouraged.

## **VII. Assessment**

Project Proposal (1,000 words)	15%
Project Progress (Periodic reports)	20%
Oral Presentation	15%
Written Report (at least 3,000 words excluding references, tables, and appendices)	50%

### ***A Project Proposal (15% of total marks)***

A project proposal of not less than 1,000 words which include a brief description of the topic, methodology and significance of the study and a timeline of the Project.

### ***Project Progress (Periodic reports) (20% of total marks)***

Periodic reports detailing the status and progress of the students' work.

### ***An Oral Presentation (15% of total marks)***

An individual oral presentation with PowerPoints.

### ***A Written Report (50% of total marks)***

A final written report of at least 3,000 words excluding references, tables, and appendices.

## **VIII. Task Requirements**

Your written report must be word-processed and double spaced in 12-point font type. The title of your work should appear at the top of the first page. The written report will be judged by the quality of the work you provide, which is expected to meet the academic standard of HKQF level five standard. References will be in APA format within the text and listed alphabetically. References not used in the report should not be listed. Students must be careful to avoid collusion and plagiarism.

## **IX. Required Text and References**

1. Wilson, J (2014), "Essentials of business research: A guide to doing your research project" (2<sup>nd</sup> ed.), London: Sage Publications Ltd.
2. Beech, J. (2015), "Doing your business research project", London: SAGE Publications Ltd.
3. Saunders, M. (2015), "Research methods for business students" (7<sup>th</sup> ed.), Harlow, England: FT: Prentice Hall