



# LINCOLN UNIVERSITY

## BA 399 – MBA Research Project

### Course Syllabus

<b>CREDIT HOURS:</b>	3 units (135 hours of research)
<b>INSTRUCTOR (ADVISOR)</b>	To be selected by students and approved by the Provost or the President
<b>CONTACT INFORMATION &amp; HOURS:</b>	To be arranged by the advisor
<b>COURSE TIME &amp; LOCATION:</b>	Self-Study
<b>PREREQUISITES:</b>	GPA 3.2 or above, program director's permission, completion of BA 380 and preferably BA 390
<b>TEXT &amp; MATERIALS:</b>	Research materials appropriate for the topic selected
<b>REFERENCE MATERIALS:</b>	As research demands

#### **COURSE DESCRIPTION:**

A primary research-oriented study of some chosen business problem or practice, or development of an original theoretical concept, under the close supervision of an instructor. The student regularly confers with the faculty advisor who permits the report for a presentation for a committee. The course results in a presentation for a committee. It is normally taken during the last term of the program. (3 units)  
*Requirements: GPA 3.2 or above, program director's permission, completion of BA 306 and preferably BA 380. Grade: CR/NC*

#### **COURSE OBJECTIVES:**

Upon successful completion of the MBA thesis or MBA project, the student should be able to:

- Demonstrate the knowledge gained throughout the graduate program and apply the knowledge to a relevant management or policy problem by conducting the thesis research.
- Produce a thesis and project presentation that demonstrates critical thought, exhibits a level of analysis appropriate to a Master's degree, and displays a high level of professionalism and competence in its presentation.
- Understand how to apply their acquired knowledge to analysis, synthesis and evaluation activities encountered in their workplace.
- Become more informed on the current literature in the topic of study and the applicability to current issues in the workplace.
- Understand how the new knowledge plays out in their professional growth plans.
- Obtain professional experience on the special topic of study and know how to relate it to the real workplace.

The student chooses an advisor who has work experience in the field of the research topic or teaches related courses. The selected advisor will supervise writing of the report submitted at the completion of the research. The grade for this course is given on the basis of student's analytical results and presentation in front of a graduate committee.

The attached **recommendations for writing the research results report** will be used by the faculty advisor to assess student's business analysis and issue a grade for the course.

#### **COURSE PROCEDURES AND REQUIREMENTS:**

Each student must follow a standard multi-step process to complete the research project. The steps consist of the following:

1. Consider and select a topic.
2. Consider and select a faculty advisor.
3. During the registration, students taking the course should submit Proposal Approval Form (attached) filled in and signed by the student and the proposed Lincoln University faculty advisor, then approved by the Provost or the President to Registrar Office.
4. During the research work terms, students should submit the Progress Form (attached) to the Registrar Office as necessary and at the appropriate times (described in the form), filled in and signed by the LU faculty advisor.
5. The extension of the research to the second term is allowed only if at least 60% of the work has been completed at the end of the initial internship term. If the achieved percentage is 60% or above in the internship term, and the student continue working with the same topic and LU faculty advisor, the course can be extended for one additional term with 1 unit.
6. If the achieved percentage is less than 60%, a grade **Y** (no basis for grade) or **NC** (no credit) will be given for the BA 399 course. In such cases, students wishing to continue the research in the subsequent academic term will have to re-register the course with 3 units.
7. If a student changes the research topic or LU advisor, he/she must re-register the course.

#### **COURSE METHODOLOGY OUTLINE:**

With the advisor's approval, the student will select a topic and approach to the project. Possible approaches include but are not limited to:

- Case Study
- Business Plan
- Management Analysis Study
- Policy Analysis Study
- Strategic Plan
- Cost-Benefit Analysis
- Marketing Plan
- Needs Assessment

Acceptable methodologies include but are not limited to:

- Surveys
- Content Analysis
- Performance Measurement
- Forecasting
- Observation
- Quantitative Data Analysis

#### **PROJECT PREPARATION RECOMMENDED SEQUENCE**

1. Conduct a literature review with regard to the topic selected.
2. Create a timeline for completion of milestones that will enable the student to complete the project on time.

3. Write a project proposal and secure approval from the advisor with regard to the timeline and proposal. The proposal must consist of:
  - A detailed statement of the rationale for the project, identifying approach and method.
  - A list of the parts of the project.
  - A plan for the revision or production of the parts of the project.
  - A timeline for the completion of the parts of the project.
4. Consult with the advisor regarding the subject matter of the required oral presentation.
5. Complete and submit the project report and the Abstract to the advisor for review.
6. Obtain the advisor's approval for the project report.
7. Schedule a defense/presentation with the advisor and the Records Office at least **two weeks** prior to the date for the planned presentation. Submit the required photocopies of the report.
8. Give an oral presentation to a Graduate Committee.
9. Make all corrections if required or suggested by the Committee, and submit final report.

**Course Learning Outcomes for BA 399 are the same as the MBA Program Learning Outcomes (PLO) due the course is the assessment one.**

**BA 399 CLO / MBA PLO**

<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

**Assessment 1:** Research report evaluated by the advisor

**Assessment 2:** Research report and presentation evaluated by the committee.

## APPENDIX – MEMORANDUM from PROVOST

To: All Students Enrolling in BA 399

From: Dr. Marshall J. Burak, Provost

Subject: BA 399 Activity; Process and Notes

Be certain first that you have completed BA 306 – Business Research Methodology; this course must be completed before the semester in which you enroll in BA 399 and before beginning the MBA Research Project.

Unless an advisor indicates otherwise, students should use the APA Style ([www.apastyle.org](http://www.apastyle.org)) for citing references and formatting his or her thesis.

- A) After determining who your project advisor is, it is necessary to meet with him or her and arrange for a research topic suitable to your interests. **DO NOT DO THIS ALONE**; you must do this with your advisor, benefiting from his/her assistance and approval.

It is expected and you should, all during this “research” semester, be in frequent contact with your advisor, meeting at least once every two weeks. E-mails and telephone discussions are useful, but your written progress should be seen by your advisor and such work discussed face-to-face, as you both examine written materials.

The research does not have to test hypotheses; it can be exploratory or normative research, or it can be descriptive. And it should involve a comparison of some sort.

- B) You will next have to compose an Outline based on the sequence listed in part C below. Your advisor can assist you on this, as it will represent your full plan for completing the Research Project. At this point in your progress, a copy of this Outline must be given to the Program Director.

- C) Listed below is the recommended sequence for Research Projects to follow, regardless of field of study, and which will form the basis of your Outline.

I. Introduction

- a. Statement of the Problem
- b. Purpose of the Study
- c. Delimitations (not “limitations”)
- d. Definitions of Terms

II. Review of Literature (Studies, other related research, parts of journal or newspaper articles, parts of books, etc., which relate to your research topic)

III. Research Design, with supporting rationale (Any questionnaire form would be included here)

IV. Collection of the Data

V. Report of Findings (only). Comparisons shown here

VI. Analysis of Findings. Comparisons evaluated here only

VII. Conclusions (and Recommendations, if desired)

- VIII. Bibliography (This would also include references of newspaper articles, dates of telephone or personal conversations with subjects and/or relevant experts, etc.)
- IX. Appendix (Maps, charts, diagrams, reprinted copies of relevant articles from newspapers, books, etc.)

All students should know this sequence and its importance from having studied it in BA 306. Skipping or avoiding the sequence, or ignoring parts of it in the report's final form on the day of presentation will result in the presentation being only a "presentation" and not a defense of research. No grade will be given until the work is re-written according to the above sequence.

- D) Once a thesis has been accepted by an advisor, the advisor will email it to LU Library. The library will then submit the paper to [www.turnitin.com](http://www.turnitin.com), which will process it and produce an "Originality Report". Before giving final approval, the advising professor will review the Originality Report to confirm that the content is original or has been properly cited.
- E) Upon final approval, the advising professor is to arrange the presentation date with the Records Office. Inform the Records Office at least **two weeks** prior to the date you want to present your research. If much delay occurs, the effort can be continued on into a succeeding semester by registering then for one credit hour.
- F) When your presentation schedule is arranged, you will have to prepare a total of **five copies** of your Research Project report (thesis) of the final version to **be submitted to the Records Office as soon as possible**.
- G) Upon passing the thesis defense and correcting parts of the report, you are responsible for providing LU Library with a hard copy and an **electronic copy** (via email, CD or flash drive) of your thesis for archival purposes.