



LINCOLN UNIVERSITY

BA 399 – MBA Research Project

Fall 2012 Course Syllabus

CREDIT HOURS:	3 units (135 hours of research) and can be extended to another semester with 1 unit
INSTRUCTOR (ADVISOR)	To be selected by students and approved by the Program Director or the Chief Academic Officer
CONTACT INFORMATION & HOURS:	To be arranged by the advisor
COURSE TIME & LOCATION:	Self-Study
PREREQUISITES:	GPA 3.2 or above, program director's permission, completion of BA 306 and preferably BA 380, faculty advisor's approval
TEXT & MATERIALS:	Research materials appropriate for the topic selected
REFERENCE MATERIALS:	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 course results in a presentation for a committee. It is normally taken during the last semester of the program. (3 units)
Requirements: GPA 3.2 or above, program director's permission, completion of BA 306 and preferably BA 380

COURSE OBJECTIVES:

Upon successful completion of the MBA thesis or MBA project, the student will:

- 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 or 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.

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
- Program Evaluation
- 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

COURSE PROCESS AND STRUCTURE:

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

- Consider and select a topic. Decide on the Thesis or Project option.
- Consider and select a faculty advisor.
- Fill in and submit the **approval form** (available at the University's Admissions and Records Office) with the advisor's signature.
- Fill in and submit the **progress form** (available at the University's Admissions and Records Office) three times during the semester as designated.

MBA Thesis Option

1. Write Chapter One and receive preliminary approval from the advisor.
2. Conduct a literature review and write Chapter Two.
3. Develop methods section and data collection instruments and techniques.
Write Chapter Three.
4. Submit Chapters One through Three to the advisor for approval.
5. Conduct the sampling and data collection.
6. Analyze the data and write Chapter Four.
7. Write Chapter Five.
8. Write the Abstract.
9. Complete and submit the thesis and the Abstract to the advisor for review.
10. Obtain the advisor's approval for the thesis.
11. 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 thesis.
12. Give an oral presentation to a Graduate Committee.
13. Make all corrections if required or suggested by the Committee, and submit final thesis.

MBA Project Option

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.

EVALUATION:

Thesis/Project Report: 100%

Each student will complete and submit a thesis or a project report, and give an oral presentation to the Graduate Committee for evaluation.

Revised: October 1, 2012