



# LINCOLN UNIVERSITY

## BA 399 – MBA Research Project

### Spring 2013 Course Syllabus

<b>CREDIT HOURS:</b>	3 units (135 hours of research) and can be extended to another semester with 1 unit
<b>INSTRUCTOR (ADVISOR)</b>	To be selected by students and approved by the Program Director or the Chief Academic Officer
<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 306 and preferably BA 380, faculty advisor's approval
<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 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) **twice** 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: January 25, 2013

**LINCOLN UNIVERSITY**  
401 FIFTEENTH STREET, OAKLAND, CA 94612  
phone: (510) 628-8010 fax: (510) 628-8012

**MBA RESEARCH PROJECT (BA 399) APPROVAL FORM**

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STUDENT NAME (first, last)

STUDENT I.D. NUMBER

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TELEPHONE

E-MAIL

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CONCENTRATION

CURRENT TERM (Fall, Spring, Summer/yyyy)

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CURRENT CUMULATIVE GPA

EXPECTED GRADUATION TERM (Fall, Spring, Summer/yyyy)

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AREA OF RESEARCH

**1. TITLE AND BRIEF DESCRIPTION OF PROJECT**

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**2. NAME OF PROPOSED PROJECT ADVISOR**

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Advisors for the MBA Research Projects (BA 399) should be selected from the university MBA faculty available for the term (see catalog or website). If you wish to select another advisor who is not listed in the university MBA faculty, please provide his or her resume for the approval by the Lincoln University Chief Academic Officer. If you cannot select an advisor or the person selected by you is not available, please consult the Program Director or the Chief Academic Officer. Please get a printed synopsis of the Research Project requirements from the Admissions and Records Office. If you decide to change your advisor or switch from BA 399 to BA 398, you need to register again and get approval from the Chief Academic Officer.

**3. STUDENT'S SIGNATURE**

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(student's signature and date)

**4. I AGREE TO ADVISE AND GRADE THE PROJECT.**

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(advisor's signature and date)

**5. ARE YOU CHANGING YOUR ADVISOR OR TOPIC? \_\_\_\_ YES \_\_\_\_ NO**

If "NO", please get your advisor's signature (#4), and submit this form to the Program Director or the Chief Academic Officer.

If "YES", please schedule an appointment for approval of change(s) to your selected advisor and/or title of the project, fill in this form, get the necessary signatures (#4 and #5b), and then submit this form to the Program Director or the Chief Academic Officer.

**a. WHO IS YOUR CURRENT ADVISOR OR REVIEWER AND WHY DO YOU INTEND TO SWITCH ADVISORS/REVIEWERS?**

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**b. I AGREE TO RELEASE THE STUDENT TO ANOTHER ADVISOR.**

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(signature and date)

**c. I DO NOT AGREE TO RELEASE THE STUDENT TO ANOTHER ADVISOR. (Please explain.)**

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(signature and date)

**COMMENTS / REMARKS:**

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**APPROVED BY THE PROGRAM DIRECTOR OR THE CHIEF ACADEMIC OFFICER**

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(signature and date)

## MEMORANDUM

To: All Students Enrolling in BA 399

From: Dr. Marshall J. Burak, Director of Graduate Programs

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.

Also, be sure to read the *MBA Thesis Manual* for step-by-step guidelines on writing a BA 399 paper. The manual (pdf) is available for download from the LU website:

**<http://www.lincolnuca.edu/studentlife/researchassist>**

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. It must, however, follow the topical sequence set forth in part “C” below. And it should involve a comparison of some sort.

Any departure from this firm requirement must be approved by your advisor and by the Program Director, preferably early in the semester.

- 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 sequence which all Research Projects must follow, regardless of field of study, and which will form the basis of your Outline, each one standing as a separate section or chapter of your research report:

- 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 **seven copies** of your Research Project report (thesis) of the final version; **five of them should be submitted to the Records Office as soon as possible**, and bring the other two copies on your presentation day.
- G) Upon passing the thesis defense, you are responsible for providing LU Library with two hard copies and an **electronic copy** (via email, CD or flash drive) of your thesis for archival purposes.

## BA 399 – MBA Research Project

### List of 15 Recent BA399 Titles Added to the LU Library Theses Collection

1. The ways of improving snack products manufacturing process in Thailand: A case study of Mae-Ruay Snack Food Factory co., Ltd  
Author: Arunwattanachok, Paiboon  
Call #: BA399 2011 Arunwattanachok
2. Modification of Markowitz's portfolio optimization theory for asymmetric time-shift correlations  
Author: Kuekulsatsanakit, Weerapong  
Call #: BA399 2011 Kuekulsatsanakit
3. A research on implementation of directives issued by Nepalese Central Bank: Comparative study of two commercial banks (Nepal Bangladesh Bank Limited and Nepal SBI Bank Limited) with respect to capital adequacy, loan classification and provisioning  
Author: Poudyal, Uttama Raaj  
Call #: BA399 2011 Poudyal
4. "Healthy House" healthy food restaurant in Thailand  
Author: Tangmanuswong, Montatip  
Call #: BA399 2011 Tangmanuswong
5. Comparative analysis of China and India in auto industry: Which country has a better chance in the U.S. Market?  
Author: Ulkutekin, Ahmet Eren  
Call #: BA399 2011 Ulkutekin
6. A business plan for convenience store in Thailand  
Author: Wanichdee, Nattapon  
Call #: BA399 2011 Wanichdee
7. Building and leading a high performance team  
Author: Belgore, Isiaka Olarongbe  
Call #: BA399 2010 Belgore
8. A business plan for new student recruiting company in Sri Lanka  
Author: Hennadige, Gayan P.R. Juwana  
Call #: BA399 2010 Hennadige



9. Barriers for e-commerce and its competitive business model in Nepal  
Author: Kadel, Pukar  
Call #: BA399 2010 Kadel
10. A comparative analysis of competitiveness in the Turkish paper-carton industry difficulties and solutions  
Author: Kemal, Mehmet  
Call #: BA399 2010 Kemal
11. An analysis of the logistic cost inside electrical power networks resulting from the breaking up of the electric power monopoly and subsequent low price bidding  
Author: Lee, Sang-Joong  
Call #: BA399 2010 Lee
12. Business plan for Asian noodle restaurant in San Francisco, California  
Author: Pongpitakkul, Praepan  
Call #: BA399 2010 Pongpitakkul
13. Stock market trading strategies based on trend analysis  
Author: Thepphanakit, Duangkamon  
Call #: BA399 2010 Thepphanakit
14. A business plan for baths & spa in San Francisco  
Author: Vekil, Vekilov  
Call #: BA399 2010 Vekilov
15. Enterprise resource planning (ERP) in human resource management  
Author: Voora, Sirisha  
Call #: BA399 2010 Voora

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**PROGRESS FORM FOR THE MBA RESEARCH PROJECT (BA 399)**

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STUDENT'S NAME (first, last)

STUDENT I.D. NUMBER

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TELEPHONE

E-MAIL

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CONCENTRATION

CURRENT TERM (Fall, Spring, Summer/yy)

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AREA OF RESEARCH

PROPOSED ADVISOR

Students should get their proposed advisor's initials below at each stage of the project's progress, and **submit it to the Admissions and Records Office at the appropriate times stated below (twice during the semester)**. Failure to submit this form will result in the loss of the students' right to continue their projects, and they will be required to take the MBA Comprehensive Examination.

1. **PROGRESS ON TOPIC SELECTION** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Please submit this form **before the end of March** (for Spring semester) or **before the end of October** (for Fall semester).

2. **TOPIC IS SELECTED AND APPROVED** \_\_\_\_\_

3. **PERCENTAGE OF THE WORK DONE** \_\_\_\_\_ % \_\_\_\_\_

4. **THESIS IS COMPLETED, CONFIRMED BY THE ADVISOR** \_\_\_\_\_

5. **PRESENTATION IS SCHEDULED** \_\_\_\_\_

**If the project has not been completed:**

6. **ADVISOR SUGGESTS CONTINUING THE PROJECT IN THE NEXT TERM** \_\_\_\_\_ **or**

7. **SWITCHING TO THE MBA COMPREHENSIVE EXAMINATION** \_\_\_\_\_

Please make the above confirmations **2 through 5 (6 or 7 if necessary)** and submit this form **before the end of April** (for Spring semester) or **before the end of November** (for Fall semester).

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REVIEWER'S SIGNATURE

STUDENT'S SIGNATURE

DATE

**RECEIVED BY THE ADMISSIONS AND RECORDS OFFICE**

1. \_\_\_\_\_ 2-5 (or 6 or 7). \_\_\_\_\_