

<b>Subject Code</b>	MM6891																																				
<b>Subject Title</b>	Guided Study in Management and Marketing I																																				
<b>Credit Value</b>	3																																				
<b>Level</b>	6																																				
<b>Pre-requisite/ Co-requisite/ Exclusion/</b>	None																																				
<b>Objectives</b>	Study topics related to current research.																																				
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p>a. Understand the fundamental results and methodologies of current research;</p> <p>b. Initiate and carry out research in related areas.</p>																																				
<b>Subject Synopsis/ Indicative Syllabus</b>	Topics are provided by the Chief Supervisors related to the students' research area in order to help them start writing their research proposals.																																				
<b>Teaching/Learning Methodology</b>	<p><b>Research Proposal</b></p> <p>In consultation with the Chief Supervisor, the student works out a proposed research plan which must show evidence of sound background research and state in specific terms:</p> <p>a. aims and objectives;</p> <p>b. review of literature and definition of the theoretical concepts to be used;</p> <p>c. the basis for the research problem with reference to other such research;</p> <p>d. methodology of the study, i.e. the ways in which data are to be collected, analysed and reported;</p> <p>e. a research schedule.</p> <p>After the initial research plan, students monitor their own progress throughout the preparation of the proposal. They are encouraged to seek advice from Chief Supervisors whenever necessary.</p> <p><b>Progress</b></p> <p>Continuous monitoring is made on students' performance such as: discussion of assigned readings; quality of submitted written assignments such as literature review; annotated bibliographies; comprehension of the task in hand; planning, initiative, and thoroughness of investigation.</p>																																				
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment*</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Research proposal</td> <td>100%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.					<b>Continuous Assessment*</b>	<b>100%</b>							1. Research proposal	100%	✓	✓				
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																			
		a.	b.																																		
<b>Continuous Assessment*</b>	<b>100%</b>																																				
1. Research proposal	100%	✓	✓																																		

	Total	100 %	
	<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: Each research proposal is unique, as the research topic and research methodology may vary largely depending on the research questions. Continuous assessment is thus appropriate to evaluate whether the student has made any progress in the research project.</p>		
<b>Student Study Effort Expected</b>	Class contact:		
	▪ Meetings with Chief Supervisor		30 Hrs.
	Other student study effort:		
	▪ Reading and Preparation for research proposal		78 Hrs.
	Total student study effort		
<b>Reading List and References</b>	Provided by Chief Supervisor of the student		