



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
MBA Course Syllabus  
Semester: .....

Course code & No.: MLHRM 725/MAF 725/MLOM 725/MIBM 725  
 Course Title: Research project (for non-working students) & Work-based project (for working students)  
 Prerequisites: 4 Concentration Courses  
 Faculty Member: .....  
 Contact Details: Email: .....; Phone: .....  
 Class Hours: Time: ..... Days: ..... Room: .....  
 Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Catalog)

The purpose is to provide applied learning experience through action- research/work-based project (ARP/WBP) in the organization. The course allows participants to draw on knowledge and comprehension of management issues gained in the previous courses.

The course also provides an important link between the organization and the UD. As such, the ARP/WBP should reflect a need of the organization while meeting the perceived needs and interests of the individual students. Thus, the student is required to develop an action-oriented management report. The ARP/WBP report must be of a rigorous academic/ professional standard.

**This course contributes to the following MBA 4 program concentration objectives**

MBA PCO	*Objectives	Linked to MBA PO
1	<b>Apply</b> theories discussed in 4 concentrations for analyzing business operations in these areas in UAE.	4,5
2	<b>Assess</b> the usefulness of existing Business Decision Making tools and the potential for improving these tools in businesses in UAE/MENA.	4,5
3	<b>Evaluate application</b> of knowledge & skill development that are embedded in 4 concentrations in the UAE/MENA context.	4,5

**Course Objective (CO):** Upon completion of this course, students should be able to:

1. **Equip** the students with practical background experiences in an organization setting.
2. **Develop** competence in the application of management theory, skills and attitudes, by requiring students to undertake a project via action research.

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes:

1. **Define** and **interpret** the issues in business including their own project.
2. **Analyze** the data they collect for their project, so that they can draw justifiable and useful conclusions from it.
3. **Critically evaluate** their project.
4. **Use skills** to "sell" their recommendations to organizations for effective implementation.

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1	2	3	4

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO	Linked to PCO
1	1	3
2	1	3
3	2	3
4	2	3

### CLO Assessment Scheme (Project 100%)

The format of assessment on Action research/work-based Project is as follows:

Please Note: Extensive research using UD/Dubai Chamber Data sources is the essence of successful ARP/WBP.

Marking Criteria	Weighting (Suggested)	Weighting (Actual)	Marks Awarded	Linked to CLO
1. Clear identification of problem/area/term of reference and objectives.	5			
2. Consideration of wider management theory & underpinning provided by MBA program	5			
3. Be appropriately communicated and presented	15			
4. Demonstrate an appreciation of relevant Literature and background material. Location of work in an appropriate theoretical framework	10			
5. Methodological considerations and awareness of their limitations and implications	10			
6. Collection and analyses of information and data	20			
7. Drawing of appropriate conclusions/recommendations based on evidence and analyses. Development of appropriate theoretical models/concepts from the data (if appropriate)	15			
8. Overall contribution to management theory; ability to reflect on the research	10			
9. Implementation of the project or its feasibility for implementation.	10			
<b>(A) Marks * 50%</b>	<b>100</b>	<b>50%</b>		
1. Clarify of communication	35			
2. Command over knowledge	35			
3. Justification of results & finding	30			
<b>(B) Marks * 25%</b>	<b>100</b>	<b>25%</b>		
While it is important for the assessor to reflect on the separate aspects of each project, MBA action research /work-based Projects will vary considerably in approach and design. An overall impression mark gives the assessor the opportunity to consider matters such as:				
1. The impact of the project as a whole	30			
2. Unique or innovative features of the approach to the problem	35			
3. Ways in which particular methodological problems have been overcome.	35			
<b>(C) Marks *25%</b>	<b>25</b>	<b>25%</b>		
<b>Aggregate marks (A) + (B) + (C)</b>	<b>100</b>	<b>100%</b>		
Final Project Report (not exceeding 10000 words) is to be presented in bound form in three sets. Students will receive one copy of their project and a sample will be kept in the UD Library. Letter grades are awarded on the Project.				

Each course grade is distributed as under:

% Marks	Grade	Quality Points
➤ 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

**Teaching Methods:** Teaching methods used in this course are Interactive learning, lectures and project report writing.

**Use of Modern Instructional Technology:** Moodle Learning Systems

Students schedule prior appointments with faculty members for project work. Students are also strongly encouraged to visit foreign countries to gain international exposure and experience in their concentration, which needs to be highlighted in the report.

### **Scope of the Project**

The project will culminate in a report of 30-40 pages long and will be limited in scope to one of the following two forms:

1. A case study of a specific practice in a particular company, or
2. A topical problem of interest to the student's specialization that requires data collection, analysis and interpretation to show his mastery of the research tools to address a managerial problem. The scope of the work is less than what is expected from a graduate thesis.

### **Project Supervision**

Each student's project will be supervised by an academically qualified faculty member. Upon the completion of the report, a second faculty member/or a qualified expert (professional) from practice will evaluate the report based on the assessment scheme above. The average score of the two members (the supervisor and the second reader) will be the student's final mark in the project.