



FACULTY OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

LEARNING MODULE OUTLINE

Academic Year	2023-2024	Semester	1
Module Code	MGPO4100-412/414		
Learning Module	Graduation Report I		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	4	Contact Hours	60
Instructor	Ng Sio Wang, Albe PhD	Email	swng@mpu.edu.mo
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MODULE DESCRIPTION

This is an integrated module which requires students to apply their knowledge and skills acquired in previous modules to accomplish a project by pursuing an in-depth study in a selected topic in Marketing. Students are required to complete a report proposal by the end of this module before proceeding to Graduation Report II.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	apply integrated knowledge learned from previous modules aiding to a well preparation of research proposal.
M2.	develop the plan of research design, data collection methods and data analysis methods for the research study concerned.
M3.	explain the appropriate tools and technologies to generate research solutions.
M4.	demonstrate self-understanding and analysis of scientific perspectives on the research studies;
M5.	use professional skills for research presentation.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.		✓		✓	
P2. Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.			✓		
P3. Students are able to apply self and independent learning to leverage learned knowledge in practical life.				✓	
P4. Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				✓	✓
P5. Students are able to identify professional ethics from broad business practices.	✓				
P6. Students are able to communicate and present ideas effectively.					✓
P7. Students are able to apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem solving.			✓		
P8. Students are competent to associate in a diversified social and global community.					✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	PROJECT TOPIC SELECTION	4
2	PROJECT TOPIC SELECTION	4
3	PROJECT TOPIC SELECTION	4
4	Writing up of RESEARCH OBJECTIVES	4
5	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
6	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
7	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
8	Writing up of THEORETICAL FRAMEWORK AND PROBLEM DEFINITIONS	4
9	Writing up of RESEARCH DESIGN AND METHODOLOGY	4
10	Writing up of INTRODUCTION AND ACKNOWLEDGEMENTS	4
11	Writing up of VALUE OF STUDY	4
12	Writing up of REFERENCES	4
13	PROJECT SUBMISSION	4
14	PROJECT PRESENTATION AND DEFENSE	4
15	Revision	4



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
Weekly Meeting and Discussion	✓	✓	✓	✓	
Interim Report Review		✓	✓	✓	
Final Project Presentation and Defence					✓

The framework / contents of the Graduation Report mainly consists of Graduation Report I and Graduation Report II which lasts for two academic semesters. The two-semester Graduation Report I and II therefore include: (1) a project proposal, (2) empirical research with a theoretical framework, or its equivalent, and (3) a good quality report of findings (i.e. free from plagiarism, free from formatting errors, free from major grammatical errors, etc.) as the end product. Being the initial module to fulfill, Graduation Report I requires students to firstly prepare for a research proposal in the first semester and a final research paper with research finding (Graduation Report II) submission at the end of the second semester. In order to achieve this objective, students in the first semester (Graduation Report I) are required to form a working team with members from 3 to 4 and to prepare for a Research Proposal that demonstrates their understanding and capability to integrate their knowledge on research on Marketing / Business related discipline of study. Thus, the Research Proposal must include the process of: 1) choosing the topic of research with both Supervisor and students' interest; 2) performing literature and/or secondary background information on the topic selected; 3) developing the plan of research design such as research questions, sampling plan, measurement, data collection methods and data analysis methods. (Qualitative research topic also requires a clear plan of research design) and 4) submitting a final product of research proposal on the chosen topic and finally conduct a professional oral presentation / viva voce.

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

Graduation Report I requires students to attend *weekly* class to meet with their supervisor regularly and to report their progress. For quality assurance of progress reporting, a record (log book) of each meeting in assessing students' overall attendance, participation and progress will required and it is to be designed, maintained, signed and retained by the supervisor for checking upon official request.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
Oral Presentation	40%	M5
Full Version Written Research Proposal	60%	M1, M2, M3, M4, M5
	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



MARKING SCHEME

Letter Grade	Mark Range	Grade Point	Definition	Descriptions
A	93-100	4.0	Excellent	Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88-92	3.7		
B+	83-87	3.3	Very Good	Outstanding performance with full knowledge of theories and principles with no serious deficiencies.
B	78-82	3.0	Good	Above Average performance with full knowledge of theories and principles with no serious deficiencies.
B-	73-77	2.7		
C+	68-72	2.3	Satisfactory	Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63-67	2.0		
C-	58-62	1.7		
D+	53-57	1.3	Pass	Marginal performance to meet minimum course requirement but with major deficiencies.
D	50-52	1.0		
F	0-49	0	Fail	Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.

REQUIRED READINGS

Nil

REFERENCES

Nil

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.