FACULTY OF BUSINESS
BACHELOR OF BUSSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023 - 2024	Semester	2
Module Code	MGPO4110-422/424		
Learning Module	Graduation Report II		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	60 hrs
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MODULE DESCRIPTION

Completion of Graduation Report I is a prerequisite for students to be enrolled in this course. Students continue on their selected study in this course and are required to submit a report upon completing at the end of the semester.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Integrate knowledge learned from previous courses in preparing students to develop a research study;
M2.	Formulate the business research process, identify critical issues, gather relevant information, analyze the data in ways that help in decision making and implement the right course of research actions
M3.	Perform systematic and organized research activities to investigate research topics relevant to the field of marketing
M4.	Synthesize the different components of the research process such as the process of ethnical inquiry and investigation;
M5.	Design a quality research report with carefully executed research activities aiming to generate a scientific research findings in the area of marketing.
M6.	Prepare a professional written research report and presentation;
M7.	Work as a team to research, plan, organize, and present a research project

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

PILO	M1	M2	M3	M4	M5	M6	M7
1. Explain the core concepts, values and skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓	✓		
2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓	✓	✓	✓			
3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.		✓		✓		✓	
4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.			✓				✓
5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.							✓
6. Effective communication skills - Students are able to communicate and present ideas effectively.			✓		✓		
7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.				✓			
8. Intercultural competence - Students are competent to associate in a diversified social and global community.			✓	✓			✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
2	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
3	Writing up of LITERATURE REVIEW /SECONDARY DATA	4
4	Writing up of THEORETICAL FRAMEWORK AND PROBLEM DEFINITIONS	4
5	Writing up of RESEARCH DESIGN AND METHODOLOGY	4
6	Writing up of INTRODUCTION AND ACKNOWLEDGEMENTS	4
7	Writing up of DATA ANALYSIS	4
8	Writing up of DATA ANALYSIS	4
9	Writing up of DATA ANALYSIS	4
10	Writing up of Research Findings	4
11	Writing up of Research Findings	4
12	Writing up of first draft of the report	4
13	Writing up of Second draft of the report	4

14	Report Presentation and Defense	4
15	Revision	4

The framework of "Graduation Report" 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. Graduation Report I requires students to firstly prepare for a research proposal leading to the final research paper (Graduation Report II) submission at at the end of the second semester. In order to achieve the objective of Graduation Report, students in the second semester (Graduation Report II) are required to demonstrate their understanding and capability to integrate their research knowledge on Marketing discipline by implementing the previously research proposal that includes the processes of: 1) performing library literature searches on the topic related to the area of Marketing discipline; 2) developing the plan of research design, data collection methods and data analysis methods, and 3) reporting and presenting the research findings of the proposed topic of study on ethical considerations.

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	M6	M7
Weekly Meeting and Discussion	✓	✓	✓	✓			
Interim Report Review		✓	✓	✓		✓	
Final Project Presentation and Defence					✓		✓

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.

ASSESSMENT

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

	Weight	ILOs to be Assessed
Oral Presentation	40%	M6, M7
Full Version Written Research Report	60%	M1 to M7
	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	Low	High	Description
A	93	100	Excellent. Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88	92.99	
B+	83	87.99	Very good. Above average performance with full knowledge of theories and principles with no serious deficiencies.
B	78	82.99	
B-	73	77.99	
C+	68	72.99	Satisfactory. Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63	67.99	
C-	58	62.99	Pass. Some understanding of concepts and theories but with definite deficiencies.
D+	53	57.99	
D	50	52.99	Minimum Pass. Marginal performance to meet minimum course requirement but with major deficiencies.
F	0	49.99	Unsatisfactory. Fail. Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.

REQUIRED READINGS

Textbook

There is no specific book for this course.

REFERENCES

- Sekaran, U. and Bougie, R. (2019). Research Methods for Business - A Skill Building Approach. 8th edition (Asian Edition), Wiley.
- Creswell, J.(2013). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 4th edition, Sage Publication.
- George, D. and Mallery, P. (2010). SPSS for Windows Step by Step: A Simple Study Guide and Reference. 13rd edition, Pearson.
- Burns, A.C. and Bush, F.B. (2013) . Marketing Research, 7th International Edition, Pearson.
- NG, Sio Wang. (2015). Survey Research Study of Fishermen Industry of Macau. Peking: People's Publishing House. (In Chinese)
- NG, Sio Wang. (2010). Work Motivation of Public Sector Employees of Macau (SAR), CHINA - A Study of Structural Equation Modeling. Peking: People's Publishing House. (In Chinese)
- NG, Sio Wang.(2001). The Consumer Behavior Model of the Youth in China – The Study of Consumers' Decision-Making Style and Value. MACAO: Macao Polytechnic Institute. (In Chinese)

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/.