

# **MKM5211**

# **Applied Business Project**

## **Unit Guide 2018**

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This 12 point unit offers Master of International Business (MIB) students an opportunity to apply their learning through a practical business project. The project may relate to organisations of all types e.g. large corporations, non-profit and government agencies, small businesses, or entrepreneurs. As it is a 12 point unit (i.e. of similar weight and challenge as two 6 point units), students should calibrate their expectations of the content and workload accordingly.

The focus may be any discipline – strategic management, competitive strategy, marketing strategy, corporate finance, human resource or new venture development. The client/partner/sponsor organisation will identify a significant business project related to a real business problem. The project will then be refined in close consultation with an academic supervisor, in order to provide focus on a particular disciplinary area (e.g. marketing, management, finance, international business or international management). Students are required to apply their MIB learning to that project, either individually or in teams of two.

This unit may be taken as part of an internship, in which case the internship will inform all MKM5211 assessments with the exception of assessment 1 (workshop).

## Mode of Delivery

Both on and off campus – an introductory workshop, an internship (optional), and independent supervised study which may be taken in conjunction with an internship.

## Workload requirements

The unit is offered over the summer period (mid-November to mid-February).

Minimum total expected workload to achieve the learning outcomes for this unit is 288 hours per semester.

Workload will include a mixture of scheduled learning activities, workplace learning and independent study. Independent study may include associated readings, assessment and preparation for scheduled activities. The unit requires on average 6-8 hours of scheduled activities per week. Scheduled activities may include a combination of directed learning, primary and secondary research, online engagement, and work placement.

## Unit Relationships

Prerequisites – students must have completed at least 24 credit points in the MIB program and must have achieved at least 60% average. Acceptance is subject to interview as well as grade performance. Places are limited, and no guarantees are made as to enrolment.

NB: If undertaking an internship in conjunction with this unit, pressure of time means that students cannot take this unit *and* the Study Tour. Students should choose one or the other.

## Chief Examiner

Dr Vicki Little

Email: [vicki.little@monash.edu](mailto:vicki.little@monash.edu)

Consultation: by appointment.

## Academic advisers

Academic staff relevant to the topic. Please consult with the chief examiner of this Unit, your lecturers, Unit coordinators or MIB director.

## ACADEMIC OVERVIEW

### Learning Outcomes

On completion of this unit students will be able to:

1. Negotiate the scope and conduct of a business project;
2. Diagnose and clarify a complex business problem in a particular disciplinary area;
3. Identify and critically evaluate relevant information relating to a discipline-based business issue;
4. Formulate appropriate solutions to a discipline-based business problem through applying relevant business theories, concepts, tools and techniques;
5. Persuade a business audience of a point of view convincingly, through effective written and oral communication;
6. Evaluate the impact of a discipline-based business project in terms of its wider effects on social, environmental and economic sustainability.

### Teaching Approach

Students will undertake an industry project based on a problem negotiated with a particular organisation. The project will be undertaken over summer (November-February). Projects can be carried out as an internship, whereby the student immerses within the organisation, experiencing organisational life first hand. Students will benefit from personal development, build business networks, and learn how to structure and implement a challenging business project. The work will be supervised by both an executive of the industry partner organisation (responsible for the conduct of the practical and applied aspects of the project) and an assigned academic supervisor (responsible for ensuring Monash requirements are met, and student well-being).

Please consult with the course convenor to discuss potential projects, or to confirm your suitability for this challenging, but rewarding project. Successful applicants will have a minimum GPA of 60%. Enrolment is competitive – places are limited and subject to personal interview. NB: Please note that it is not possible to complete this unit by internship and also undertake the study tour.

### Assessment Summary

Within semester assessment: 100%

Assessment Task	Value	Due Date
1. Workshop presentation	10%	15 Nov 2018
2. Proposal	10%	23 Nov 2018*
3. Industry analysis report	20%	14 Dec 2018*
4. Industry presentation	30%	14 Jan 2019*
5. Personal reflection	30%	15 Feb 2019*

\* Latest due date – submission can be any time prior negotiable with your supervisors.

## Assessment Tasks

Major assessment tasks (3, 4 and 5) will be graded by both your academic supervisor and another internal examiner. Comments from the supervisor of your host organisation will be taken into consideration in assigning the final grade.

### Assessment task 1 - Workshop

**Due Date:** 10-4pm Thursday 15 November

#### Details of Task:

A series of team and individual activities is designed to develop 21<sup>st</sup> century skills – collaboration, communication, critical thinking and creativity.

**Prior to the workshop** you are required to prepare a seven minute presentation of your proposed internship or industry project, which you will present at the workshop as a basis for a presentation skills practicum.

The presentation should cover:

1. Background and motivation for the project
2. Project objectives
3. Methodology/ proposed approach
4. Timeline

The presentation should be considered as the first draft of the proposal (Assessment 2). Feedback should be incorporated into your final proposal.

**Length:** 7 minutes

**Weighting/Value:** 10%

**Related to Learning Objectives:** 1, 2, 5.

### Assessment task 2 - Proposal

**Due Date:** Any date before or on 23 November, 2018

#### Details of Task:

The proposal provides crucial project information. It is an important document because your client or your host organisation (if you are an intern) will evaluate the value of your project (e.g. how much is it worth? should the company offer you the contract?) and its outcomes (e.g. have you delivered on your promises?) based on your proposal.

Your proposal should contain the following information:

- o Background/Industry/Company profile
- o Scope/Problem/Opportunity
- o Objectives
- o Methodology
- o Deliverables

**Word Limit:** 1,000 words, attractively presented.

**Weighting/Value:** 10%

**Related to Learning Objectives:** 1 & 2

### Assessment task 3 – Industry report

**Due Date:** On or before 14 December, 2018

**Details of Task:** Your host organisation operates within an industry. An industry is a group of competitors producing similar goods or services. Your first task is to define the industry scope relevant to your host – is it national (Malaysia), regional (SE Asia) or global? Then, identify key competitors, and competitor groups. What are the key trends, issues, problems and opportunities? What are the implications (i.e. what does that mean) for your host?

**Word Limit:** 10 pages, not including title page, table of contents, executive summary and any Appendices.

**Weighting/Value:** 20%

**Presentation Requirements:** Professionally presentation i.e. readable, attractive, easy to follow, and logically structured, free from grammatical and typographic errors.

Suggested format:

- Executive summary
- Industry scope and company profile
- Objectives
- Methodology
- Outcomes
  - Key trends issues, problems and opportunities
  - Implications
- Discussion
- Recommendations

#### Criteria for Marking:

- Relevance and adequacy of source data
- Demonstrated depth and breadth of topic knowledge
- Analytical and evaluative skills
- Expression and presentation of ideas

**Related to Learning Objectives:** 2 & 3

### Assessment Task 4 – Industry presentation

**Due Date:** Before or on 14 January, 2018 by negotiation

A mutually convenient date and time negotiated by the student(s) with the host of the organisation (if appropriate) and academic adviser, on or before 21 January 2018.

**Details of Task:** A formal 20 minute presentation of key project findings, followed by questions, answers, and feedback from the panel. The presentation should include background, the problems identified, range of solutions and recommendations. Representatives from the host organisation will be invited to ask questions and give feedback. The presentation will take place either at the premises of the host organisation or on campus by mutual agreement. You may want to build on your Industry analysis report. Be sure to refer back to your proposal, which you should provide for the client for easy reference. If your final outcomes digress from the proposal (not unusual), be sure to provide justification.

**Weighting/Value:** 30%

**Presentation Requirements:** Professional presentation format using appropriate visual support tools (we suggest Powerpoint).

Suggested structure:

- Problem situation
- Objectives
- Methodology
- Results
- Recommendations

**Criteria for Marking:**

- Quality of source information
- Knowledge of the topic
- Analytical and evaluative skills
- Problem-solving skills
- Expression and presentation of ideas

**Related to Learning Objectives:** 2, 3, 4, 5, 6

### **Assessment Task 5 – Reflection**

**Due Date:** On or before 15 February 2018

**Details of Task:**

The Applied Business Project is designed to be demanding, requiring you to make a stretch both personally and professionally. You will have encountered ideas, processes and people you were more (and less) comfortable with; and you will have found some of the demands harder to meet than others. Ideally you will have kept a brief daily journal of key events in your learning journey that will help you recall and process this information.

Using that journal, consider your MKM5211 experience. What went well? What didn't go so well? Surprises? Crises or triumphs? If you could do it over again, what would you do differently? Reflecting on these questions in the context of your previous learnings and life experience will support greater self-insight, and inform future personal decision-making.

**Word limit:** 5000 words

**Weighting/Value:** 30%

**Presentation Requirements:**

Grades will be based on the degree to which your reflection shows evidence of deep thought and insights (i.e. self-awareness, and the ability to translate instructional and experiential learning into value for yourself), and the quality of communication (i.e. clarity, structure, creativity and compliance with the word count). Please write in the first person.

**Related to Learning Objectives:** 2, 3, 4, 5, 6

## **Extensions and penalties**

Students will incur a late submission penalty of 10% of the total marks for the assessment task for each day the assessment is late.

## **Referencing requirements**

Refer To the Q Manual. Links to the Q Manual are also available online:

<http://www.buseco.monash.edu.au/publications/qmanual/index.php> or

<http://www.buseco.monash.edu.au/education/learning> [www.lib.monash.edu/tutorials/citing/](http://www.lib.monash.edu/tutorials/citing/)

## **Assignment submission**

**Hard Copy Submission:** Students must submit hard copies of the proposal, industry report and reflection to the Unit Coordinator's assignment box (Level 5, Building 6, Malaysia campus). Assignments must include a cover sheet. The cover sheet is accessible via the Monash portal page located at <http://my.monash.edu> under the heading 'Learning and teaching tools.' Please keep a hard copy of the completed assessment tasks for your records.

**Online Submission:** In addition to the hard copy submission, students must upload a digital (soft) copies of all assessments to the Assignment DropBox on the Moodle site for this unit or emailed to the Unit Coordinator as directed.

## **Second marking**

Where an assessment task is given a fail grade by an examiner, that piece of work will be marked again by a second examiner who will independently evaluate the work, and consult with the first marker. No student will be awarded a fail grade for an assessment task or unit without a second examiner confirming the result.

## **Return of final marks**

Faculty policy states that 'the final mark that a student receives for a unit will be determined by the Board of Examiners on the recommendation of the Chief Examiner taking into account all aspects of assessment'.

The final mark for this unit will be released by the Board of Examiners on the date nominated in the Faculty Calendar. Student results will be accessible through my.monash portal.

## **Assessment criteria**

Assessment Criteria Grading Descriptors available at <http://www.policy.monash.edu/policy-bank/academic/education/assessment/>