COURSE TITLE:	**MBA Research Project**
COURSE NUMBER:	**BA 399**
INSTRUCTOR:	To be announced
CONTACT INFORMATION & HOURS:	To be announced during first class
CREDIT HOURS:	3 Semester Credits and can be extended to another semester (Lecture Hours: 0, Self-Study: approximately 135 hours)
COURSE TIME & LOCATION:	To be announced
PREREQUISITE(S):	Advisor Recommendation required, BA 301 required; BA 380 preferred – see advisor
TEXT and MATERIALS:	Research materials as appropriate for the topic selected
REFERENCE MATERIALS:	As research demands

COURSE DESCRIPTION: A primary research oriented study of some chosen business problem or practice, or development of an original theoretical concept, under the close supervision of an instructor. The course results in a presentation for a committee. It is normally taken during the last semester of the program. (3 units) *Requirements: GPA 3.2 or above, program director's permission, completion of BA 306 and preferably BA 380*

COURSE OBJECTIVES: Upon successful completion of the Master's Thesis or Master's Project, the student will:
- Demonstrate the knowledge gained throughout the graduate program and apply that knowledge to a relevant management or policy problem by conducting thesis research.
- Produce a thesis or project presentation that demonstrates critical thought, exhibits a level of analysis appropriate to a Master's degree, and displays a high level of professionalism and competence in its presentation.
- Understand how to apply their acquired knowledge to application, analysis, synthesis and evaluation activities encountered in their workplace.

- Become more informed on the current literature in the topic of study and the applicability to current issues in the workplace.
- Understand how the new knowledge plays out in their professional growth plans.
- Obtain professional experience on the special topic of study and know how to relate it to the real work place.

COURSE METHODOLOGY OUTLINE:

With advisor approval, student will select a topic and approach to the project. Possible approaches include but are not limited to:
- Case Study
- Program Evaluation
- Management Analysis Study
- Policy Analysis Study
- Strategic Plan
- Cost-Benefit Analysis
- Marketing Plan
- Needs Assessment

Acceptable methodologies include but are not limited to:
- Surveys
- Content Analysis
- Performance Measurement
- Forecasting
- Observation
- Quantitative Data Analysis

EVALUATION:

Thesis— 100%— Each student who chooses this option will complete a Thesis and submit it to the Thesis Committee for evaluation.

Or Project—100%— Each student who chooses this option will complete a written report for his/her project and make an oral presentation of the project in front of the Presentation Committee, as required by the Advisor.

COURSE PROCESS AND STRUCTURE:

Each student must follow a standard multi-step process to complete the process. The process steps consist of:
- Consider and select a topic. Decide on the Thesis or Project option.
- Appoint a three person Thesis or Project Committee consisting of a chairperson, a member of the community, and faculty member (the student must have taken at least one course with the faculty member).

Master's Thesis Option
- Write Chapter One and receive preliminary approval from the Thesis Committee.

• Conduct a literature review and write Chapter Two.
• Develop methods section and data collection instruments and techniques. Write Chapter Three.
• Submit Chapters One through Three to the Thesis Committee for approval.
• Conduct the sampling and data collection.
• Analyze the data and write Chapter Four.
• Write Chapter Five.
• Write the Abstract.
• Submit to Thesis Committee for review and screening.
• Obtain Thesis Committee approval.
• Submit final Thesis.

Master's Project Option
• Conduct a literature review with regard to the topic selected.
• Create a timeline for completion of milestones that will enable the student to complete the Project on time.
• Write a project proposal and secure approval from the Project Committee with regard to the timeline and proposal. The proposal must consist of:
    o A detailed statement of the rationale for the capstone project (identifying approach and method).
    o A list of the parts of the project.
    o A plan for the revision and/or production of the parts of the project.
    o A timeline for the completion of the parts of the project.
• Consult with the Project Committee regarding the subject matter of the required public presentation by the student.
• Make a public presentation to the Project Committee and/or student peers.
• Make all corrections suggested by the Project Committee
• Submit the Project Paper for evaluation by the Project Committee.

Last revised: June 20, 2011