Final Project Guidelines - Introduction to Management
Fall 2024
Grading: 20 Marks
Deliverables: Class-room Presentation and Formal Report
Deadline: 3rd June, 2025

Objective:

The final project encouraged students to apply theoretical knowledge to practical scenarios, focusing on the core concepts of management learned in class.

Project Contents:

The project should cover **at least four topics/concepts** from the list of topics/concepts that we studied in the classroom.

1. **Process of Management:** Analyze the management process of any one department, for example, human resources, finance, supply chain, marketing, IT at your targeted company or business.

2. **Management Skills in Action:** Assess how conceptual, human, and technical skills are applied in a specific department. You may select any one department, such as human resources, finance, supply chain, marketing, and IT, at your targeted company or business.

3. **Understanding Environments:** Evaluate an organization's task environment (customers, competitors, suppliers, labor market) and general environment (technological, sociocultural, economic, legal/political, natural, and international factors).

4. **Corporate culture:** The internal environment of a company is studied by analyzing its culture through symbols, stories, heroes, slogans, and values.

5. **Going Global:** Assess and explain how your target company or business can go global (e.g., exporting, joint ventures, franchising).

6. **Cultural and Communication Differences:** How does your targeted organization deal with the challenges of cultural and communication differences in local and global environments?

7. **Ethics and Social Responsibility:** What are the practices of your target company or business in managing ethics and social responsibility?

8. **Adapting to Uncertainty:** How does your target company or business respond to environmental uncertainty? Support using an example of an event.

Project Deliverables:

1. **Report:**
   - Length: 8-12 pages (excluding title, table of content page, and self-assessment).
   - Executive summary of the project
   - Detailed content of the project
   - Conclusion

Note: If you have used AI tools to assist in drafting your report, you are required to include your own rewritten version of the content using <u>underlined text</u>, as demonstrated in class. For grading purposes, your own version will be critically assessed and should clearly demonstrate your understanding, logical reasoning, and critical thinking skills.

2. **Presentation:**
   - Duration: 10-15 minutes.
   - Visual aids: Power point slides
   - Q&A: Related to the project.

3. **Self-Assessment:**
   - A one-page reflection on contributions, learning, and team collaboration should be included in this report and presentation.

Assessment Criteria:

Criteria	Weightage
Application of Taught Concepts	30%
Research and Analysis	25%
Creativity and Originality	20%
Presentation Skills	15%
Teamwork and Collaboration	10%

Key Milestones:

1. **Report Submission Deadline:** Submit the final report and slides by 3rd June, 2025.
2. **Final Presentations:** Presentations will be made on 3rd June, 2025.
3. The delays in report submission will lead to deduction in marks.

Support and Guidance:

- Utilize a coursebook for reference. *New Era of Management*. Richard L. Daft, 11th edition.