

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT4811
Subject Title	AMF Capstone Project
Credit Value	6
Level	4
Normal Duration	2-semester
Pre-requisite	LGT4012 Airport Management <i>AND</i> LGT4800 Airline Strategy and Management
Objectives	<p>This subject is a capstone course for Aviation Management and Finance students. The role of this subject is to provide students the opportunity to apply the knowledge acquired in their undergraduate study to advanced real-world situations. Students will draw on their broadened awareness of various business aspects to analyse real-world business problems.</p> <p>The purposes of studying this subject are to help develop students' global outlook through the literature research on the related research materials and data collection. The students are expected to propose the research project topic and discuss with the faculty advisor. Leadership and teamwork skills will be enhanced with the projects which students work in group.</p> <p>This subject also helps students recognise their own entrepreneurial potential and understand how that potential can be applied in logistics business context. This capstone project is also useful in nurturing our students with the desired attributes including problem solving skills, creativity and innovation.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Write an integrative capstone report at undergraduate degree level and present the findings openly. Develop oral and written communication skills through discussions with supervisors, presentations and final report preparation. Understand how to apply ideas and insights from different functional areas to the process involved in creating innovative concepts and demonstrate creative thinking in idea expression and presentation. (BBA Outcome 3b) Adopt an entrepreneurial perspective to identify if there are any business opportunities that may arise from a capstone project. (BBA Outcome 5b) Evaluate and demonstrate their ability on integrating learning from all undergraduate subjects. Understand the importance of life-long learning and demonstrate the ability to plan, manage and evaluate their own learning for professional development. (BBA Outcome 11b)

Subject Synopsis/ Indicative Syllabus	<p>An introductory seminar will inform students of the rational structure of the project. The seminar will also cover basic research skills to better prepare the students for the capstone project. Each student will complete a proposal and identify a suitable supervisor. The student will meet the supervisor frequently to discuss directions and report on progress. Towards the end of the project, the student will collate and analyse the data, and will write and submit a final report.</p> <p>The subject will spread over the last 2 semesters of the students’ final year study. The first semester is to introduce basic research methods useful for understanding organisational behaviours and business practices that could be a topic for the capstone project. The subject will examine applied research methods relevant to practitioners involved in organisational learning. It will include the identification of a research project, the development of the proposal and the planning of the project. The second semester of the subject will involve the analysis of the data and the actual writing and reporting of the research findings and conclusions.</p>																																																						
Teaching/Learning Methodology	<p>Each student will be supervised by an academic staff member. All students may meet their supervisors to discuss, consult and be advised throughout the whole research period.</p> <p>To help student understand the importance of academic honesty and learn ways to ensure that their work and behaviour at PolyU are acceptable in this regard, <u>students are required to complete the Online Tutorial on Academic Integrity via Blackboard (LEARN@PolyU) prior to group formation and initial project proposal submission. It takes approximately two hours to complete.</u></p>																																																						
Assessment Methods in Alignment with Intended Learning Outcomes	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th></tr><tr><td>Project Proposal</td><td>10%</td><td>✓</td><td>✓</td><td></td><td></td><td></td></tr><tr><td>Progress Report</td><td>5%</td><td>✓</td><td></td><td></td><td>✓</td><td></td></tr><tr><td>Reflective Essay</td><td>15%</td><td></td><td></td><td>✓</td><td></td><td>✓</td></tr><tr><td>Final Report</td><td>40%</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Presentation</td><td>30%</td><td>✓</td><td>✓</td><td></td><td>✓</td><td></td></tr><tr><td>Total</td><td>100 %</td><td colspan="5"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The final report and the presentation are the main deliveries in this subject and therefore have the highest weights attached to them. The slightly higher weight of the final report captures that the preparation of the final report typically requires more effort.</p> <p>Final Report – Student will prepare a written report of its research findings and recommendation/conclusions. The report will include the following parts: Introduction; Problem Description; Literature; Methodology; Results/Outcomes; Recommendations; Conclusions; References</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	Project Proposal	10%	✓	✓				Progress Report	5%	✓			✓		Reflective Essay	15%			✓		✓	Final Report	40%	✓		✓	✓	✓	Presentation	30%	✓	✓		✓		Total	100 %					
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																			
		a	b	c	d	e																																																	
Project Proposal	10%	✓	✓																																																				
Progress Report	5%	✓			✓																																																		
Reflective Essay	15%			✓		✓																																																	
Final Report	40%	✓		✓	✓	✓																																																	
Presentation	30%	✓	✓		✓																																																		
Total	100 %																																																						

	Final Presentation – Student will prepare and deliver a public presentation covering the research process and outcomes as well as integrated learning from the capstone project. These presentations are expected to be scholarly, concise, substantive and appropriate for the research topic setting.	
Student Study Effort Expected	Class contact:	
	▪ Discussions with supervisor	25 Hrs.
	▪ Laboratory	15 Hrs.
	▪ Seminar	14 Hrs.
	Other student study effort:	
	▪ Carry out the research project	118 Hrs.
	▪ Presentation and report preparation	80 Hrs.
	Total student study effort	252 Hrs.
Reading List and References	<p><u>Recommended Textbooks</u></p> <p>There will be no specific text for this subject, however students will be required to read all assigned readings, and utilize all previous texts from the BBA programme as reference as necessary. Selected articles on various aspects of Business, Business Planning, Proposal Writing and Research Methodology are used as supplementary texts.</p> <p>Pearce, J., and Robinson, R. (2010), <i>Strategic Management</i>, 12th ed., McGraw Hill.</p> <p>Leedy, P.D., and Newby, T. J. (2009), <i>Practical Research: Planning and Design</i>, 9th ed., Prentice Hall.</p> <p>Kumar, R. (2010), <i>Research Methodology: A Step-by-step Guide for Beginners</i>, 3rd ed., Sage Publications Ltd.</p> <p>Cavana R.Y., Belahaye B.L. and Sekaran U. (2001), <i>Applied Business Research: Qualitative and Quantitative Methods</i>, Wiley</p>	