



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

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| Course Unit Title | FINAL PROJECT WORKSHOP / FINAL PROJECT | |
| Course Unit Code | MB525 | |
| Type of Unit | Core | |
| Level of Course Unit | Second cycle | |
| Year of Study | First / second year | |
| Semester | On demand | |
| Number of ECTS Credits | - | |
| Course Unit Objectives | The objective of this course is to write and present a final project in the form of a plan, a business plan, a strategy, a case study, or a research paper that is both academically underpinned and can be defended on sound managerial grounds. | |
| Learning Outcomes | On completion of this course students are expected to be able to: | |
| | CILO 1 | Transform an original idea into a final project. |
| | CILO 2 | Critically review existing research. |
| | CILO 3 | Consistently reference academic & non-academic sources |
| | CILO 4 | Collect primary and secondary data relating to their research questions. |
| Mode of delivery | Face to Face | |
| Prerequisites or corequisites | None | |
| Course Content | 1. The aims and purpose of the CIIM project. | CILO 1 |
| | 2. The project options. | CILO 1,2 |
| | 3. Desired project qualities. | CILO 2 |
| | 4. The procedure to be followed. | CILO 3 |
| | 5. The field survey | CILO 4 |
| | 6. What to include and avoid. | CILO 1,2 |
| | 7. Use of references. | CILO 2,3 |
| Recommended or required reading | Referencing system, APA standard, http://owl.english.purdue.edu/owl/resource/560/01/ JAY, R. (2003) <i>How to write proposals & reports that get results</i> Pearson Business Aaker David, V Kumar, G Day. (2004). <i>Marketing Research</i> 8 th ed. John Wiley. Churchill Gilbert, D Iacobucci. (2005). <u>Marketing Research, Methodological Foundations</u> , 9 th Ed. Thomson Southwestern MalhotraNaresh. (2002). <u>Basic Marketing Research</u> . Prentice Hall Academic writing Presentation skills readings OLIVIER, R. & JANNI, N. (2004) <i>Peak performance presentations</i> London, Spiro Press Chapter on Communications in any major Organisational Behaviour textbook | |
| Planned learning activities and teaching methods | Lectures; in-class discussions and debates; in-class exercises; Presentations, guests speakers (alumni). | |
| Assessment methods and criteria | 100% Final project presentation and document | |
| Language of Instruction | English | |
| Work Placement(s) | Not applicable | |