



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	Final Project (Thesis), or Corporate Live Case Project																									
Course Unit Code	GD900																									
Type of Unit	Elective																									
Level of Course Unit	Second cycle																									
Year of Study	Second year																									
Semester	On demand																									
Number of ECTS Credits	18 ECTS																									
Course Unit Objectives	<p>The objective is to write a Final Project (Thesis) of 8,000 words in the form of a research-based consultancy report for a real-life company, or a business plan for a new company (or alternatively, a classical research paper or a case study) that will demonstrate the abilities to investigate a specific management issue from both a theoretical and a practical perspective using business research methods and to provide relevant evidence-based recommendations. Final Project is submitted in several steps where the student receives tutor's feedback on the submissions.</p> <p>An alternative format to achieve the course objectives is a Live Case Project, which is a project-type course that introduces to students a current real-life business challenge presented by the managers of a selected company. During this capstone course, competing teams of students work on a "live" business challenge. Over the period of 2-3 months, the students prepare a business consultancy report and present it to the company. The students work under the guidance of the academic advisor and in cooperation with the company's managers. Students receive feedback from the advisor on their work-in-progress during the mentoring sessions so as to prepare a final presentation for the client company.</p> <p>From an educational point of view, Live Case Projects are classified as an out-of-the-classroom experiential learning activity which bears the features of the emerging PALAR framework: 'Participatory Action Learning and Action Research.' The first concise summary of the PALAR methodology has been published in 2018 by Zuber-Skerritt in the <i>Educational Action Research</i> journal where the author suggested as a working definition of PALAR the following: "a special kind of action research that integrates various concepts and processes, including lifelong learning, collaborative action learning, participatory action research, and action leadership."</p>																									
Learning Outcomes	<p>On completion of the Final Project or the Live Case Project students are expected to be able to:</p> <table border="1"> <tr> <td>CILO 1</td> <td>Transform original ideas into a professional report</td> </tr> <tr> <td>CILO 2</td> <td>Critically review existing literature</td> </tr> <tr> <td>CILO 3</td> <td>Choose and apply appropriate research framework</td> </tr> <tr> <td>CILO 4</td> <td>Consistently reference academic & non-academic sources</td> </tr> <tr> <td>CILO 5</td> <td>Collect primary and secondary data relating to research questions</td> </tr> <tr> <td>CILO 6</td> <td>Analyze empirical data using appropriate quantitative and qualitative methods</td> </tr> <tr> <td>CILO 7</td> <td>Interpret results in order to provide solutions to business problems</td> </tr> <tr> <td>CILO 8</td> <td>Critically evaluate results on legal and ethical grounds</td> </tr> <tr> <td>CILO 9</td> <td>Practically apply theory to formulate relevant recommendations</td> </tr> <tr> <td>CILO 10</td> <td>Analyze in depth the competitive environment of organizations</td> </tr> <tr> <td>CILO 11</td> <td>Employ analytical tools to determine the efficiency of organizations and their management functions in order to suggest improvements</td> </tr> <tr> <td>CILO 12</td> <td>Apply the acquired research and analytical skills to professional and career development proposing a path for continuous improvement</td> </tr> </table>		CILO 1	Transform original ideas into a professional report	CILO 2	Critically review existing literature	CILO 3	Choose and apply appropriate research framework	CILO 4	Consistently reference academic & non-academic sources	CILO 5	Collect primary and secondary data relating to research questions	CILO 6	Analyze empirical data using appropriate quantitative and qualitative methods	CILO 7	Interpret results in order to provide solutions to business problems	CILO 8	Critically evaluate results on legal and ethical grounds	CILO 9	Practically apply theory to formulate relevant recommendations	CILO 10	Analyze in depth the competitive environment of organizations	CILO 11	Employ analytical tools to determine the efficiency of organizations and their management functions in order to suggest improvements	CILO 12	Apply the acquired research and analytical skills to professional and career development proposing a path for continuous improvement
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Name of Lecturer(s)	Dr. Olga Kandinskaia																									
Mode of delivery	Face to Face																									
Prerequisites or corequisites	Minimum 20 ECTS attended, with Quantitative & Qualitative Research Methods and Marketing Management as recommended pre-requisites																									
Course Content	1. First submission: key ideas and research proposal.	CILO 1																								

	2. Second submission: literature review and situation analysis, detailed research plan.	CILOs 2-4
	3. Third submission: analysis of research findings.	CILOs 5-8
	4. Final submission of the full draft or final presentation to the company.	CILOs 9-12
Recommended or required reading	<p>Final Project Guidelines, slides from the Final Project Session, or alternatively, Live Case Project Guidelines, company materials, and other course materials posted via Moodle.</p> <p>Optional reading on the relevant experiential learning theory:</p> <p>Wood, L. (2020). <i>Participatory action learning and action research: Theory, practice and process</i>. Routledge.</p> <p>Zuber-Skerritt, O. (2018). An educational framework for participatory action learning and action research (PALAR). <i>Educational Action Research</i>, 26(4), 513–532. https://doi.org/10.1080/09650792.2018.1464939</p>	
Planned learning activities and teaching methods	<p>Lectures, in-class discussions, in-class exercises – for the Final Project introductory session, followed by the independent student’s project work under the guidance of the tutor (with 2-3 mentoring sessions offered).</p> <p>For Live Case Projects: introductory live session at the company, 3-4 mentoring sessions with the tutor, teamwork, final presentation at the company.</p> <p>Research work will typically include a combination of secondary and primary research methods.</p>	
Assessment methods and criteria	<p>100% written Final Project (Thesis) submitted in 4 stages (each stage has to be approved by the project advisor). The final project is also reviewed by the Programme Director who approves the grade.</p> <p>For Live Case Projects: Group presentation 50% Individual assessment 50% (30% via the written individual research diary and 20% via peer assessment) Total 100%</p>	
Language of Instruction	English	
Work Placement(s)	Not applicable	