



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

MASTER OF BUSINESS ADMINISTRATION (MBA) GENERAL FRAMEWORK OF PROJECT REPORT

Scope

The MBA project report provides an opportunity for students to apply concepts and techniques learned in the MBA program into tackling real-world business issues. Depending on individual student's interest and expertise, students may identify and provide solutions for a current business issue with strong practical implications. The business issue chosen can be from any business function area, any industry sector, and can be local or international in scope.

Requirements

The individual project report should be original in nature. The report should be typed in Times New Roman, 12-point font, with double line spacing (except for the reference which follows journal formats) printed on double sides of paper. Once the project report is submitted and successfully (orally) presented, a grade will be given.

Structure of project report

Supervisors and students may consider the following suggested structure when preparing the project report. Due to the unique nature of different subject areas, supervisors and students may make changes to the suggested structure if necessary.

Part I: Business issue identification

- Collect preliminary information about the business (e.g., general information about the company/organization and the industry);
- Explain the business issue to be tackled;
- Show project significance in terms of timeliness, relevancy, and impacts.

Part II: Business situation analysis

- Analyze the business situation by using appropriate analytical framework(s);
- Collect detailed data needed to develop solutions. Data may come from primary or secondary sources, or both;
- Identify factors leading to and influencing the business issue and justify by facts (e.g., results of data analysis).

Part III: Action planning and alternative evaluation

- Identify possible solutions for the business issue based on the results of Part II Business situation analysis;
- Evaluate the alternative solutions (e.g., costs and benefits, potential effectiveness, and feasibility).

Part IV: Recommendations

- Choose among the possible solutions and recommend the specific solution to the business;
- Propose the detailed implementation plan (and implementation results if applicable);
- Conclusion and reflection of the project.

For further readings:

1. Kubr, M. (Ed.). (2002). *Management Consulting: A Guide to the Profession*. International Labour Office. (Available in ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/umac/detail.action?docID=529940>).
2. Rasiel, E. M. and Friga, P. N. (2002). *The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm*. McGraw-Hill Education.