

**Subject Description Form**

<b>Subject Code</b>	AF4912
<b>Subject Title</b>	Capstone Project
<b>Credit Value</b>	6 credits
<b>Level</b>	4
<b>Normal Duration</b>	2-semesters
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: AF2108 Financial Accounting and AF3313 Business Finance
<b>Objectives</b>	<p>The role of this capstone project is to provide students an opportunity to demonstrate their capabilities in integrating all key knowledge, skills and learning experience accumulated in the entire undergraduate study.</p> <p>The purposes of this capstone project are to enhance students to apply and consolidate their generic competencies and professional knowledge learned by undertaking an investigation in the issues relating to accounting, finance and financial services.</p> <p>Basing on the learned research and investigation skills, students then analyze various key issues rigorously and present their findings logically and provide their critical discussion and feasible recommendations. It helps students to prepare for professional practice in the workplace, for further academic pursuits and for lifelong learning. This capstone project is also directed toward cultivating desired graduate attributes including critical thinking, problem solving abilities, creativity and innovation.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. demonstrate original, innovative but feasible research ideas (BBA Outcome 3);</li> <li>b. adopt an entrepreneurial perspective to identify if there are any business opportunities that may arise from a capstone project (BBA Outcome 5));</li> <li>c. apply an appropriate research methodology to that information</li> <li>d. analyze and interpret their results</li> <li>e. report results in an effective manner;</li> <li>f. demonstrate professionally-specific skills and knowledge needed to make an immediate contribution to the workplace and as a foundation for professional development (BBA Outcome 11).</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>In this capstone project, students demonstrate their competencies in conducting original and independent investigation of challenging issues in business management, organization and/or global business.</p> <p>There is a diversity of the contents and formats of the project. It can be an investigation of management problems in accounting firms and financial</p>

	<p>institutions so that students will provide creative and feasible solutions for the firms/institutions. It can be an academic research with underlying conceptual theories and rigorous research methodologies. It can also be a comprehensive study of relevant public policies or issues relating to accounting, finance and financial services so that students will provide critical analysis and discussion with concrete conclusions. Students are expected to determine their own project topic and proposal after consulting respective project supervisors.</p> <p>Projects would be conducted by GROUPS OF THREE STUDENTS.</p>																																																																														
<p><b>Teaching/Learning Methodology</b></p>	<p>The capstone project is an independent study which is highly based on students' efforts in integrating what they have learned from various subjects in their undergraduate study. Students are expected to work independently. The lectures and workshops will help students to obtain a solid foundation of methodology of investigation and research skills in issues relating to accounting, finance and financial services. Students, after consulting with project supervisors, will determine their project topic, proposal and schedule of work. They must follow their plan of work and report their progress. Students are required to submit interim reports and final reports as instructed by their supervisors.</p>																																																																														
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1" data-bbox="443 918 1412 1809"> <thead> <tr> <th rowspan="2">Specific assessment methods/ tasks</th> <th rowspan="2">% weighting S1+2, S1+3</th> <th rowspan="2">% weighting S2+3</th> <th colspan="6">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> <th>f.</th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment</b></td> <td><b>100%</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Participation and Quiz</td> <td>10%</td> <td>---</td> <td></td> <td>√</td> <td></td> <td></td> <td></td> <td>√</td> </tr> <tr> <td>2. First semester project report</td> <td>20%</td> <td>25%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>3. Second semester progress report</td> <td>15%</td> <td>15%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>4. Final report</td> <td>45%</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>5. Individual Self-Reflective essay</td> <td>10%</td> <td>10%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>100 %</b></td> <td><b>100 %</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>To pass this subject, students are required to obtain Grade D or above.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p>	Specific assessment methods/ tasks	% weighting S1+2, S1+3	% weighting S2+3	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.	c.	d.	e.	f.	<b>Continuous Assessment</b>	<b>100%</b>	<b>100%</b>							1. Participation and Quiz	10%	---		√				√	2. First semester project report	20%	25%	√	√	√	√	√	√	3. Second semester progress report	15%	15%	√	√	√	√	√	√	4. Final report	45%	50%	√	√	√	√	√	√	5. Individual Self-Reflective essay	10%	10%	√	√					<b>Total</b>	<b>100 %</b>	<b>100 %</b>						
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	<ul style="list-style-type: none"> <li>• develop own project topic, objectives and schedule and prepare project proposal;</li> <li>• search and digest relevant literature, academic articles and professional magazines;</li> <li>• conduct the study and collect relevant data accordingly to the approved project plan industriously, honestly and ethically;</li> <li>• submit interim reports to discuss and obtain supervisor’s advice;</li> <li>• apply relevant statistical techniques to analyze and interpret the data;</li> <li>• report the findings and results in a logical and systematic manner;</li> <li>• undertake creative and critical thinking to evaluate the issues and develop own insights in making recommendations and conclusions;</li> <li>• demonstrate written communication skills in various report.</li> </ul>	
<b>Student Study Effort Required</b>	<u><b>Student study effort:</b></u>	
	Lectures and workshops	15 Hrs.
	Literature review and design of project proposal and prepare progress reports and reflective essay	55 Hrs.
	Conduct fieldwork and data collection	80 Hrs.
	Analyze data and write up final report	70 Hrs.
	Total student study effort	220 Hrs.
<b>Reading List and References</b>	<ul style="list-style-type: none"> <li>• <i>Guidance Notes to Capstone Project</i> to be issued to students by the School.</li> <li>• <i>Supervisors may suggest readings, but students must also search their own references.</i></li> </ul> <p><b>References</b></p> <ul style="list-style-type: none"> <li>• Cooper, D R., &amp; Schindler. P.S., <i>Business Research Methods</i>. 11th ed., McGraw-Hill, 2011.</li> <li>• Sekaran, U., <i>Research Methods for Business: A Skill Building Approach</i>. Wiley, 2013.</li> <li>• William Ellet. 2007. <i>The Case Study Handbook: How to Read, Discuss, and Write Persuasively about Cases</i>. Boston, Mass: Harvard Business School Press.</li> <li>• <i>Other recommended journals and magazines</i></li> </ul>	