



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim
International Business School

Business Research Project

BRIEFING

Facilitator:

DR. OBED RASHDI SYED

About Business Research Project

- **BRP** also known as mini-thesis
- **BRP** is a compulsory project for MBA students
- **Course Code:** MBSA 2923
- **Semester:** Semester - 2, Session 2018/2019
- **BRP Types:** Research; Case study
- **Website:** <http://business.utm.my/brp/>

Contact Persons

1. Dr. Obed Rashdi Syed

- BRP Coordinator
- Email: obedrashdi@ibs.utm.my
- Phone: 03-2180 5043



2. Pn. Rozlinda binti Mohd Ruslan

- BRP Resource Person
- Email: rozlinda.kl@utm.my
- Phone: 03-2180 5024



BRP Objectives

- 1.** To provide students with an opportunity to draw together and integrate the knowledge gained and the skills developed from the MBA Program.
- 2.** To provide students with an opportunity for independent study and to develop an ability to organize work with a view to achieve a specific goal.
- 3.** To develop students with skills in business strategy, operations or in similar integrated activities appropriate and relevant to their organizations and their personal development needs and goals.
- 4.** To undertake an academic project based on sound management principles and intellectual reasoning.



BUSINESS RESEARCH PROJECT SCHEDULE – Semester II Session 2018/2019 (February)

NO	WEEK/DATES	ACTIVITY	ASSIGNMENT	REMARKS
1	Week 1-3 <i>28/01/2019 – 16/02/2019</i>	REGISTRATION FOR BUSINESS RESEARCH PROJECT	Student to Register for Business Research Project (BRP) using online Google form link emailed to them. <i>Note: Students are encouraged to meet and discuss their project ideas with potential supervisor before nominating.</i>	Students may submit Initial Project Proposal (i.e. from Business Research course) and schedule a meeting with supervisor for further discussion.
2	Week 4 <i>17/02/2019 – 23/02/2019</i>	COMPULSORY MEETING – 1	Student to meet the supervisor to discuss on Initial Project Proposal.	Students to note key points and prepare first draft report based on the comments received.
3	Week 5-6 <i>24/02/2019 – 09/03/2019</i>	PREPARATION OF FIRST DRAFT OF BRP	Student to revise the proposal based on given comments during Meeting – 1.	if the student has not decided on the BRP topic by this time, he/she may consider withdrawing from the course.
4	Week 7 <i>10/03/2019 – 16/03/2019</i>	SUBMISSION OF THE FIRST DRAFT TO THE SUPERVISOR	Student to submit the revised first draft report to the supervisor.	The draft should cover at least three chapters (as stated in the guidelines).
5	Week 8-9 <i>17/03/2019 – 30/03/2019</i>	COMPULSORY MEETING – 2	Meeting and discussion with supervisor to improve the first draft and further steps to be taken.	Supervisor gives the feedback and comments on the first draft, and suggests further steps.
6	Week 10-11 <i>31/03/2019 – 13/04/2019</i>	IMPROVE THE REVISED DRAFT	Improve the draft report based on the given comments and initiate writing final draft.	
7	Week 12 <i>14/04/2019 – 20/04/2019</i>	SUBMISSION OF THE FINAL DRAFT TO THE SUPERVISOR	Student to submit the final draft of BRP to the Supervisor.	The final draft to cover all chapters of BRP (as stated in the guidelines).
8	Week 13 <i>21/04/2019 – 27/04/2019</i>	COMPULSORY MEETING – 3	Student to receive final comments and make corrections, accordingly.	Supervisor gives the feedback and comments on the final draft.
9	Week 14-16 <i>28/04/2019 – 14/05/2019</i>	FINAL REVISION AND FORMATTING BRP	Student reviews report and make necessary corrections and formatting.	Formatting should be based on UTM Thesis Manual (2018). Students may schedule one more meeting with supervisors to discuss on presentation.
10	Week 16 <i>15/05/2019 Wednesday</i>	DUE DATE: SUBMISSION OF FINAL PROJECT REPORT FOR EVALUATION	Students to submit 1 Spiral-bound copy of the BRP report (to be sent to the Examiner for evaluation).	Students to submit copy of the following document with BRP report: • Copy of IC (Malaysian) OR • Copy of Passport (International)
11	Week 17 <i>22/05/2019 Wednesday</i>	BRP PRESENTATION	Students to prepare and give 10 minutes presentation on their BRP to the Examiner.	Examiner will be given maximum 10 minutes to question the students on their BRP work.
12	Week 18 <i>29/05/2019</i>	DUE DATE: SUBMISSION OF FINAL HARBBOUND REPORTS	Submission of 2 hardbound copies of the BRP report: 1. Supervisor (1-hardbound) 2. UTM AHIBS office, KL (1-hardbound)	Students to get signatures on Hardbound BRP (wherever needed) from respective supervisors before submitting hardbound BRP to AHIBS administration.
13	Week 18 <i>31/05/2019</i>	DUE DATE: FINAL GRADE FROM SUPERVISOR AND EXAMINER	BRP Supervisors and Examiners to submit grades to AHIBS Administration.	Supervisor are advised to submit BRP evaluation forms after signing in the final hardbound copies of their BRP students.



BRP Registration

Proposed Title and Supervisor For Business Research Project (MBSA2923)-SEM II
2018/2019 (FEBRUARY) Inbox x

UTM IBS Academic

Mon, Jan 28, 5:26 PM (5 days ago)

to abdul.jamil, Ahmad, z_7483, ALICE, Ivna_jc18, amir, aishu1292, chakra_utkm, JunBoon, Chan, christinachong-90, Nisa, dahlia, Daniel, delanieang94, dhinesh

Dear students,

For those who take Business Research Project on Semester II Session 2018/2019, please fill up ONLINE FORM FOR PROPOSED TITLE AND SUPERVISOR for Business Research Project (BRP) until 16 February 2019.

Kindly click the link : https://docs.google.com/forms/d/e/1FAIpQLSe-DAOw97FLP4Ya_aNjzHuO1ScDsXa_FerhyclJevl0UBa06w/viewform

BRP Slide, Schedule, Guideline and Turnitin account will be update to you soon.

Deadline Proposed Supervisor Online: 16 February 2019.

Briefing On BRP JB

Date : 09 February 2019 (Saturday),

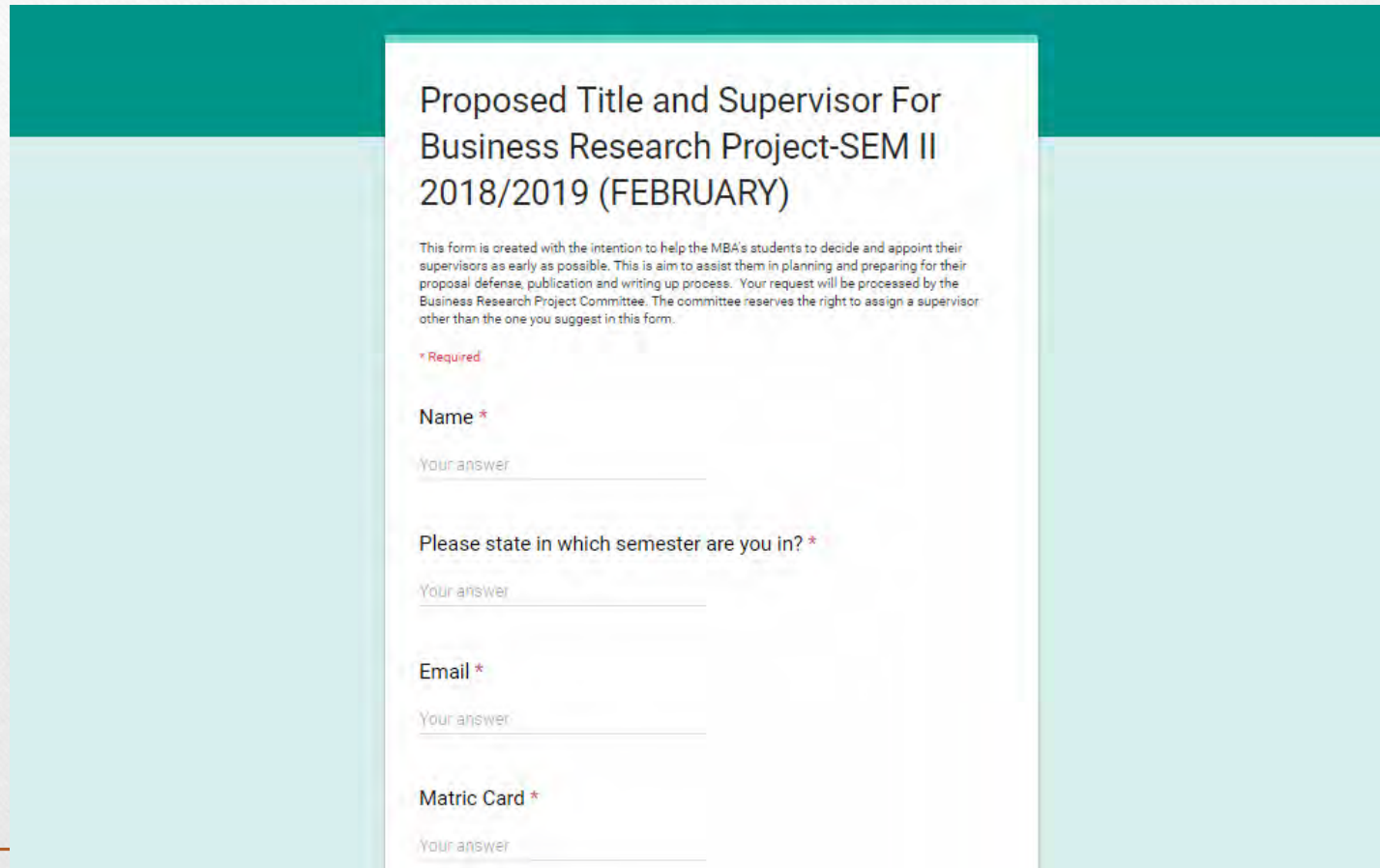
Time : 2.00pm

Venue : Convention Hall, Block T 08, Azman Hashim IBS, UTM Johor Bahru

MARK YOUR CALENDAR!
Nominate Supervisor before:
Feb 16, 2019

Fill-in Details & Propose a Supervisor!

When you click the link* in the email



Proposed Title and Supervisor For Business Research Project-SEM II 2018/2019 (FEBRUARY)

This form is created with the intention to help the MBA's students to decide and appoint their supervisors as early as possible. This is aim to assist them in planning and preparing for their proposal defense, publication and writing up process. Your request will be processed by the Business Research Project Committee. The committee reserves the right to assign a supervisor other than the one you suggest in this form.

* Required

Name *

Your answer

Please state in which semester are you in? *

Your answer

Email *

Your answer

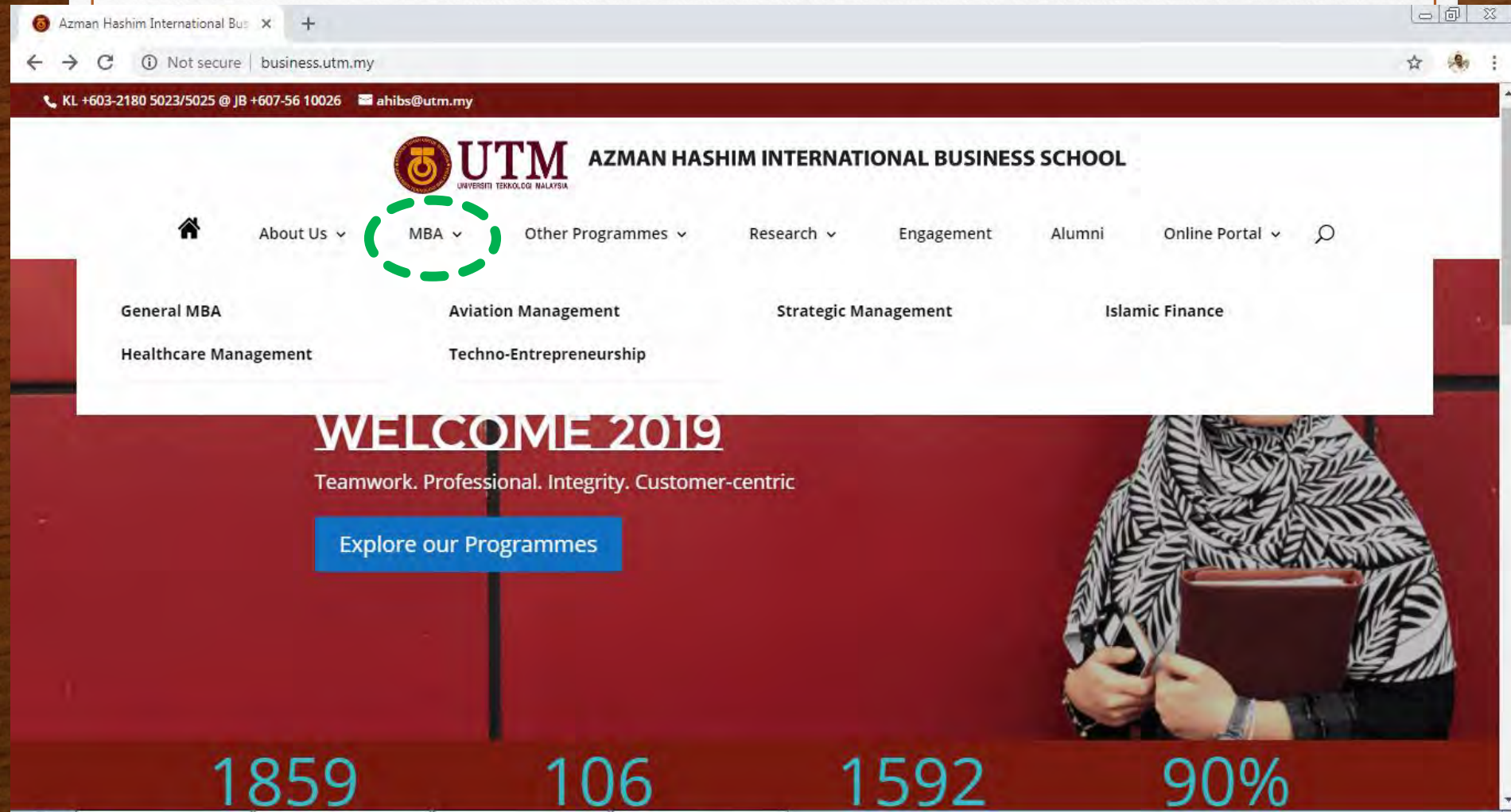
Matric Card *

Your answer

Get BRP Information

1. URL: business.utm.my/brp
 - Business Research Project
2. Check BRP Info:
 - BRP Schedule
 - BRP Checklist
 - BRP Turnitin Account Info
 - Evidence of Meeting Supervisor
 - BRP Manual/Guideline (download)

Keep Yourself Up-to-date!




A screenshot of a web browser displaying the website for the Azman Hashim International Business School. The browser's address bar shows 'business.utm.my'. The website header features the UTM logo and the school's name. A navigation menu includes 'Home', 'About Us', 'MBA', 'Other Programmes', 'Research', 'Engagement', 'Alumni', and 'Online Portal'. The 'MBA' menu item is highlighted with a green dashed circle. Below the navigation, several MBA program options are listed: General MBA, Aviation Management, Strategic Management, Islamic Finance, Healthcare Management, and Techno-Entrepreneurship. A large banner below the navigation reads 'WELCOME 2019' with the tagline 'Teamwork. Professional. Integrity. Customer-centric' and a blue button that says 'Explore our Programmes'. At the bottom of the page, four large numbers are displayed: 1859, 106, 1592, and 90%.

Azman Hashim International Bus x +

Not secure | business.utm.my

KL +603-2180 5023/5025 @ JB +607-56 10026 ahibs@utm.my

 **UTM** AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL
UNIVERSITI TEKNOLOGI MALAYSIA

Home About Us **MBA** Other Programmes Research Engagement Alumni Online Portal

General MBA Aviation Management Strategic Management Islamic Finance
Healthcare Management Techno-Entrepreneurship

WELCOME 2019
Teamwork. Professional. Integrity. Customer-centric

Explore our Programmes

1859 106 1592 90%

MASTER OF BUSINESS ADMINISTRATION (MBA)



INTRODUCTION

MBA programme at UTM AHIBS is designed to develop managerial leaders who are equipped with relevant and contemporary knowledge and skills to sustainably manage organizations in relation to diverse stakeholders' interests; possess strategic thinking ability and leadership qualities to steer organizations towards change and developments.

Please click on the concentration to know more about the programme and the application process.

CONCENTRATION

GENERAL MBA

ISLAMIC FINANCE

AVIATION MANAGEMENT

HEALTHCARE MANAGEMENT

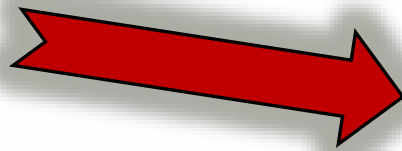
STRATEGIC MANAGEMENT

TECHNO-ENTREPRENUERSHIP

BUSINESS RESEARCH PROJECT

NOT APPLICABLE TO CURRICULUM BEFORE SEPTEMBER 2016/2017

This course aims to provide students with the opportunity to apply theories learned in the MBA programme in a context of a project directly relevant to organizational issues. Students will choose either to conduct a business research or a case writing research. See more [here](#)





Business Research Project

APPLICABLE TO INTAKE SEPTEMBER 2016/2017 ONWARDS

Code: MBSA 2923

This course aims to provide students with the opportunity to apply knowledge learned in the MBA programme in a context of a project directly relevant to organizational issues. Students will choose either to conduct a business research or a case writing research. Topics chosen should focus on issues faced by organizations in the context of business and management. Both research and case will be presented and examined by the examiner.

SUPPORTING DOCUMENTS:

1. [BRP Schedule Sem 1 2018/2019 – Sept \(updated on 30 November 2018\)](#)
2. [BRP Guidelines \(revised on 23/09/2018\)](#)
3. [BRP Compulsory Meeting Form](#)
4. [BRP Turnitin Account Info](#)
5. [BRP Checklist](#)
6. [BRP Briefing – Sept 08, 2018](#)

BRP Documents

Types of BRP

- 1. Research Study (Chapters 1-5)**
 - Qualitative
 - Quantitative
 - Mixed method

- 2. Case Study (Report + Teaching Notes)**
 - Case writing

BRP: Research Study (1st Draft)

□ Chapter 1: Introduction

- Background of the Study
- Problem Statement
- Research Questions/Research Objectives
- Research Scope
- Significance of the Study
- Definitions of the Variables and Important Terminologies
- Organization of the Report

BRP: Research Study (1st Draft)

Continued...

□ Chapter 2: Business Issue Exploration

- Discussion on the Issue/Variables/Concepts
- Discussion on the Study Context/Business Situation
- Discussion on the Prior and Updated Studies Relevant to Topic
- Conceptual Framework of the Research

BRP: Research Study (1st Draft)

Continued...

□ Chapter 3: Solution of the Problem

- Discussion on Relevant Framework/Model/Concepts Pertaining to the Main Research Issue/Agenda
- Choice of Method is Appropriate to Address the Research Questions/Objectives
- Choice of Instrument (survey questionnaire/protocol)
- Data Collection Procedure
- Sampling Design is Relevant
- Reliability Issue is Addressed
- Proposed Data Analysis Plan

BRP: Case Writing (1st draft)

- 1. Main issue or problem of the case**
 - Central issue of the case; Key problem that is revolved around the whole case text

- 2. Introduction of the company**
 - Founder of the company, founding year and history, key people, branches, products/services that are offered by the company

BRP: Case Writing (1st draft)

Continued...

3. Industry information

- Description of the industry, competitors etc.

4. Case story

- The main case facts central to the key problem

5. Case closure

- Highlighting the problem (once again to emphasize the challenges)

Do as the supervisor asks you to do!



THE ORIGIN OF THE THESES

WWW.PHDCOMICS.COM

JORGE CHAM © 2009

BRP: Research Study (Final Draft)

- **Chapter 4: Data Analysis (affixed to 1st draft)**
 - **Statistical Tests or Qualitative Data Analysis**
 - **The Results of the Research**
 - **Discussion on the Findings**

- **Chapter 5: Discussion of the Findings and Conclusion:**
 - **Discussion provides Explanations to Research Questions/Research Objectives**
 - **Implementations (plans, to management practice)**
 - **Suggestions for Future Studies**
 - **Conclusion**

BRP: Case Writing (Final Draft)

Teaching Notes (affixed to 1st draft)

- Case Synopsis
- Target audience
- Subject and topics
- Learning objectives
- Case leading strategy
- Case assignment (questions and answers)

BRP Evaluation and Grading

Evaluation Marks:

- Supervisor: 70%
- Examiner: 30%

BRP presentation is compulsory!

Final grades are based on *Academic Committee's reviews* on the students' Final Project Report

Research Study Assessment Criteria

<p>1. Chapter 1 - Introduction Background of the study Problem statement is stated clearly; explains causes or events leading to problem or need Research questions, research objectives – stated clearly Research Scope Research Significance Definitions of important terminologies Organization of the study</p>	15
<p>2. Chapter 2 – Business Issue Exploration Discussion on the issues/variables/concepts Discussion of the study context Discusses prior and updated studies relevant to the topic Arguments is well-written, synthesized and evaluated Conceptual framework of the research</p>	20
<p>3. Chapter 3 – Solution of the Problem Discussion on relevant framework/model/concepts pertaining to the research issue/problem Method has a clear research design Choice of method is consistent with research questions/research objectives Choice of instrument is appropriate (survey questionnaire/interview protocol?) Sampling design is relevant Data collection procedure is clearly explained Analysis techniques are clearly explained</p>	15
<p>4. Chapter 4 – Data Analysis Consistent with methodology section Well-organized & well-interpreted Analysis is supported with evidences Tables/chart/graphs/diagrams are provided in accordance with the analysis</p>	15
<p>5. Chapter 5 – Discussion of Findings & Conclusions Discussion provides explanations to research questions/ research objectives The study generates implications to managerial practice Suggestions are made for future studies</p>	15
<p>6. Writing Continuity/ transitions – includes continuity between topics; includes transitions from topic to topic Sentences – includes complete sentences; uses parallel construction; uses subject-verb agreement Writing mechanics – less than 5 errors in spelling, grammar and punctuation List of Reference</p>	10
<p>7. Adherence to the Norm Similarity index is maximum 20% On time submission – examiner's copy and office copies are submitted on due time Total words meet the requirement (between 18,000 to 22,000)</p>	10
Total	100

Case Writing Assessment Criteria

A. Teaching Case	
1. Introduction Introduced the case well, where problem of the case implied and interesting. The central issue is relevant and interesting. The problem of the case is interesting and important. Relevance of the case problem(s) to 'solve' the issue(s).	10
2. Industry Background Is industry background relevant to the central issues? Sufficient information is provided related to the industry.	5
3. Company Background Is company background relevant to the central issues? Sufficient information is provided related to the company (its operation, industry and competitors).	5
4. Case Story The case story provides sufficient information to highlight the case problem. The whole case story is properly linked with the central issues and case problem. Appropriate data collection technique is employed.	10
5. Case Closure The case is properly concluded.	5
B. Teaching Notes	
1. Case Summary Write a concise summary of the case.	5
2. Learning objectives The case learning objectives are clearly stated & relevant to the audience.	5
3. Specific theory(s)/ model(s)/ concept(s) addressed in the case Addressing any particular theory/model/topic within a specific field.	10
4. Instructed Teaching Approach/ Plan	5
5. Suggested Case Questions At least five (5) questions.	5
6. Suggested Case Answer(s)	10
7. Supports & Clarity on Argument Supports on arguments given through date, charts, tables or diagrams Not long winded but straight to the point	5
8. Writing style, grammar, sources of information & list of reference is given Interesting, structured and coherent No glaring grammar mistakes and proper use of punctuations List of Reference	10
10. Adherence to the Norm Similarity index is maximum 20% On time submission – examiner's copy and office copies are submitted on due time Total words meet the requirement (between 18,000 to 22,000)	10
Total:	100

BRP Standard Marking System

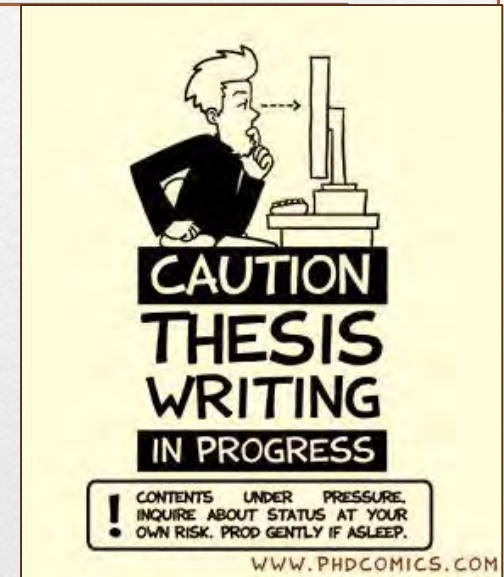
MARKS	GRADE	POINTS	STATUS
90 – 100	A+	4.00	Excellent pass
80 – 89	A	4.00	
75 – 79	A-	3.67	
70 – 74	B+	3.33	Good Pass
65 – 69	B	3.00	
60 – 64	B-	2.67	Pass
55 – 59	C+	2.33	Fail
50 – 54	C	2.00	
45 – 49	C-	1.67	
40 – 44	D+	1.33	
35 – 39	D	1.00	
30 – 34	D-	0.67	
00 – 29	E	0.00	

BRP Submission Deadlines

1. **First Draft Submission to Supervisor:**
 - **March 10 – 16, 2019**
2. **Final Draft Submission to Supervisor:**
 - **April 14 – April 20, 2019**
3. **Final Report Submission for Evaluation:**
 - **May 15, 2019**
4. **Final Hardbound Report Submission:**
 - **May 29, 2019**

Important Notes:

- Submit drafts on time!
- Similarity index: **less than 20%**
- Word count limit of final draft: **18,000 – 22,000 words**



BRP Checklist

No.	ITEM	Remarks
1	2 Hardbound Copies (1 for Supervisor & 1 for AHIBS)	
2	1 Spiral-Bound Copy (for examiner)	
3	Signed Attached Forms	
4	Turnitin Report (less than 20%; report in Appendix)	
5	Word Count Report (report in appendix: 18,000 - 22,000)	
6	Record of Meeting BRP Supervisor (report in appendix - Minimum 3 meetings are compulsory)	

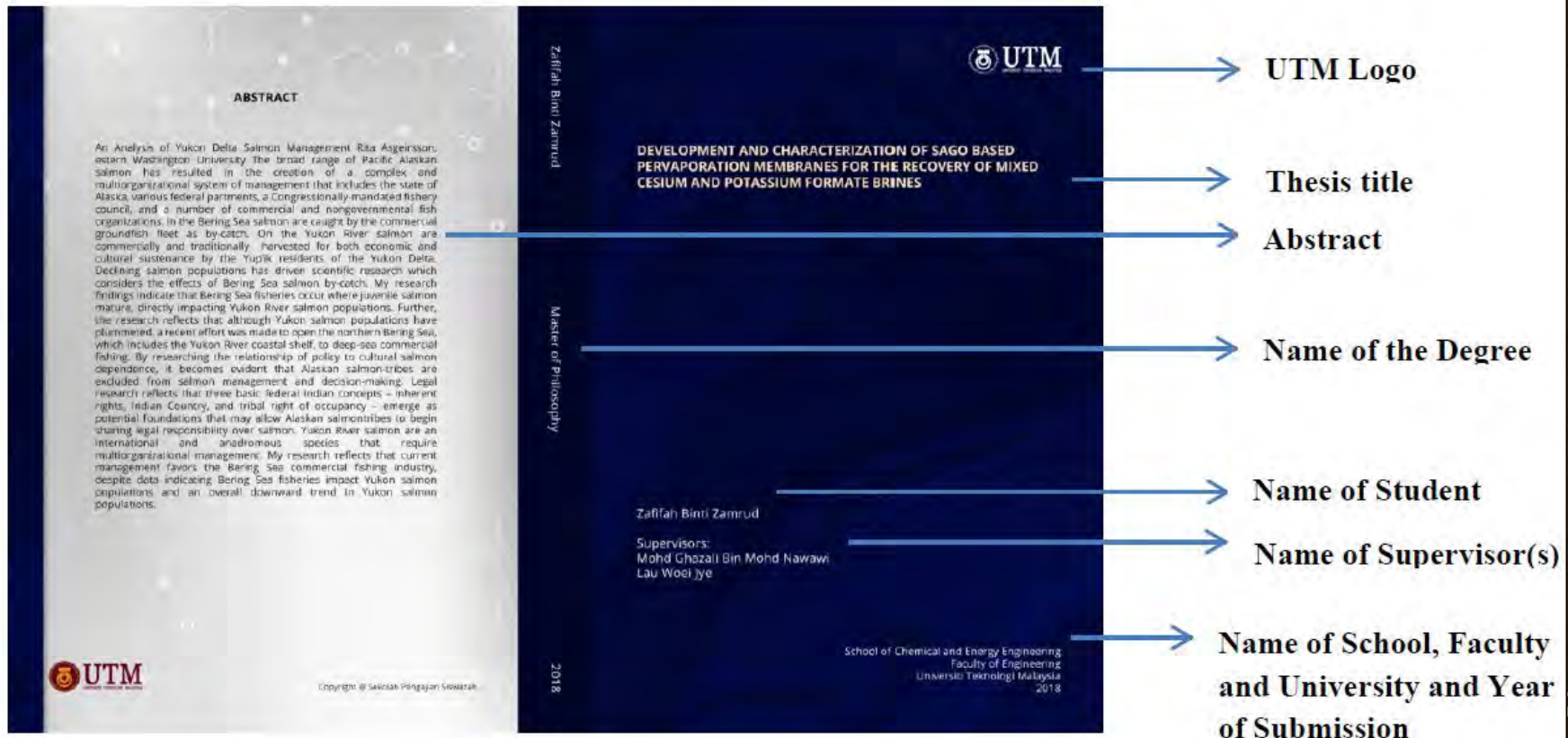
BRP Formatting

<u>Language:</u> English	<u>Fonts (12 pt):</u> Times New Roman	<u>Spacing:</u> 1 ½
<u>Printing:</u> Double Side	<u>RGB Code:</u> R7G32B183	<u>Color:</u> Royal Blue
<u>Size:</u> B5 (80 gsm)	<u>Color Code:</u> 0720B7	<u>Cover Weight:</u> 1400 gsm

For More Information:

UTM Thesis Guideline (2018)

<http://sps.utm.my/thesis-formatting-2018/>



The image shows a thesis cover and an abstract page. Blue arrows point from text labels on the right to corresponding elements on the thesis pages.

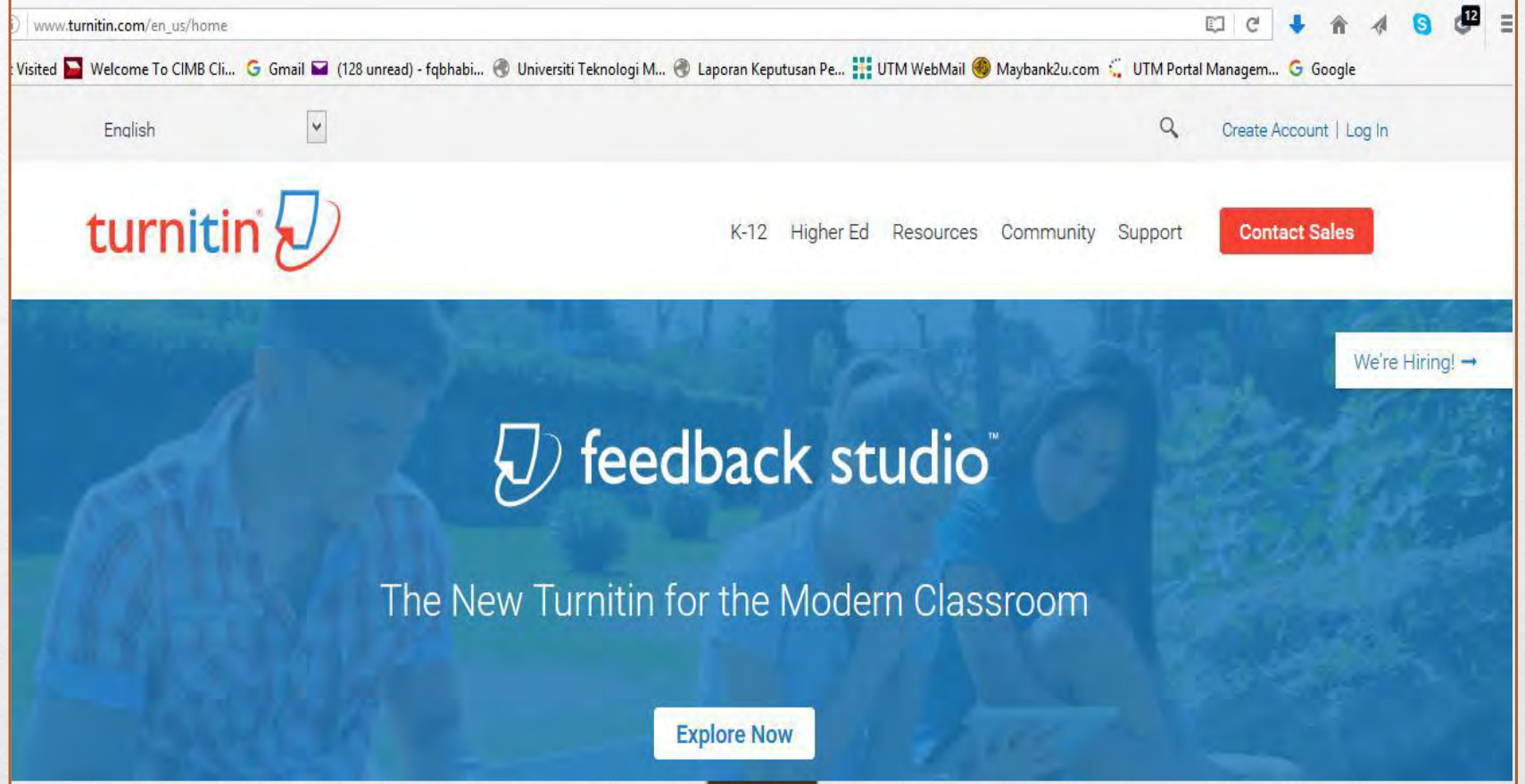
- UTM Logo**: Points to the UTM logo on the top right of the cover.
- Thesis title**: Points to the title "DEVELOPMENT AND CHARACTERIZATION OF SAGO BASED PERVAPORATION MEMBRANES FOR THE RECOVERY OF MIXED CESIUM AND POTASSIUM FORMATE BRINES" on the cover.
- Abstract**: Points to the abstract text on the left page.
- Name of the Degree**: Points to "Master of Philosophy" on the cover.
- Name of Student**: Points to "Zaffiah Binti Zamrud" on the cover.
- Name of Supervisor(s)**: Points to the supervisors' names "Mohd Ghazali Bin Mohd Nawawi" and "Lau Woei Jye" on the cover.
- Name of School, Faculty and University and Year of Submission**: Points to the footer information "School of Chemical and Energy Engineering, Faculty of Engineering, Universiti Teknologi Malaysia, 2018" on the cover.

Turnitin Account

1. Turnitin access will be provided to BRP students
2. Similarity index has to be less than 20%
3. If similarity is coming from student's own work then student must show evidence (i.e. proposal prepared in RM class, etc.) and write a formal letter to the BRP coordinator.
4. Failing in meeting standard criteria will lead to poor grades.

About Turnitin

http://www.turnitin.com/en_us/home



The screenshot shows the Turnitin website homepage. At the top, there is a navigation bar with the Turnitin logo on the left and a menu with links for 'K-12', 'Higher Ed', 'Resources', 'Community', and 'Support'. A red 'Contact Sales' button is positioned to the right of the menu. Below the navigation bar is a large blue banner for 'feedback studio™'. The banner features the text 'The New Turnitin for the Modern Classroom' and an 'Explore Now' button. In the top right corner of the banner, there is a 'We're Hiring!' link with a right-pointing arrow. The background of the banner shows a blurred image of students in a classroom setting.



About Turnitin (cont.)



Create a User Profile

Have You Ever Used Turnitin?

If you've used Turnitin before, you can use the same email and password to log in. You can keep all your papers and grades together, even if you're now in a different class or a different school!

Email address

Password (Login to Turnitin)

Forgot your password? [Click here.](#)

Create a New Account

Please select whether you will be using the service as an instructor or a student.

[Student](#)

[Instructor](#)

[Teaching assistant](#)

About Turnitin (cont.)



Create a New Student Account

Class ID Information

All students must be enrolled in an active class. To enroll in a class, please enter the class ID number and class enrollment password that you were given by your instructor.

Please note that the password and pincode are case-sensitive. If you do not have this information, or the information you are entering appears to be incorrect, please contact your instructor.

Class ID

Class enrollment password

User Information

Your first name


Your last name

About Turnitin (cont.)



[All Classes](#) | [Join Account](#) | [Join Account \(TA\)](#)

NOW VIEWING: HOME


Congratulations! You have created the new class: BRP_Feb

About this page

This is your instructor homepage. To create a class, click the "Add

Universiti Teknologi Malaysia, Kuala

Note: Your class, "BERS", is set to expire within 30 days. Expired class

Class ID	Class name
19752750	BERS
20286716	BRP_Feb2019

Class created

Congratulations! You have just created the new class: BRP_Feb2019
 If you would like students to enroll themselves in this class, they will need both the enrollment key you have chosen and the unique class ID generated by Turnitin:

Class ID **20286716**
 Enrollment key **brp_feb2019**

Note: Should you ever forget the class ID, it is the number to the left of the class name on your class list. You can view or change your enrollment key by editing the class.

Click the class name to enter the class and get started creating assignments.

[Continue](#)

[+ Add Class](#)

[All Classes](#) | [Expired Classes](#) | [Active Classes](#)

... end date of any class by clicking the class's "edit" icon below. ✕

Class Name	Edit	Copy	Delete
...			
...			



BUSINESS RESEARCH PROJECT Record of Supervision Meeting

DETAILS

Course Code	:	MBSA2923
Course Name	:	Business Research Project (BRP)
Semester/Session	:	Semester II/ Session 2018-19
Supervisor Name:	:	Prof./Dr.
Student Name:	:	Mr./Ms.
Student Matric No.	:	MBS

RECORD OF MEETING BRP SUPERVISOR	
Date	Discussion Agenda
	•
	•
	•
	•
	•
	•

SUPERVISOR

STUDENT

.....
(SIGNATURE)
Date:

.....
(SIGNATURE)
Date:

Good Luck with your BRP!

