



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim  
International Business School

# **Business Research Project**

## **BRIEFING**

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Facilitator:

**DR. OBED RASHDI SYED**



# About Business Research Project

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- **BRP** also known as mini-thesis
- **BRP** is a compulsory project for MBA students
- **Course Code: MBSA 2923**
- **Semester: Semester - 1, Session 2019/2020**
- **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](mailto:obedrashdi@ibs.utm.my)
- Phone: 03-2180 5043



## 2. Pn. Rozlinda binti Mohd Ruslan

- BRP Resource Person
- Email: [rozlinda.kl@utm.my](mailto:rozlinda.kl@utm.my)
- Phone: 03-2180 5024





# BRP Objectives

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- 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.**



# BRP Schedule – Sem. 1 2019/20

NO	WEEK/DATES	ACTIVITY	ASSIGNMENT	REMARKS
1	Week 1-3 03/09/2019 – 19/09/2019	REGISTRATION FOR BUSINESS RESEARCH PROJECT	Student to Register for Business Research Project (BRP) using online Google form link emailed to them. <i>Note:</i> Students are encouraged to meet and discuss their project ideas with potential supervisor before nominating.	Students may submit Initial Project Proposal (i.e. from Business Research course) and schedule a meeting with supervisor for further discussion.
2	Week 3-4 19/09/2019 – 29/09/2019	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 30/09/2019 – 13/10/2019	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 14/10/2019 – 20/10/2019	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 21/10/2019 – 03/11/2019	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 04/11/2019 – 17/11/2019	IMPROVE THE REVISED DRAFT	Improve the draft report based on the given comments and initiate writing final draft.	
7	Week 12 18/11/2019 – 24/11/2019	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 25/11/2019 – 01/12/2019	COMPULSORY MEETING – 3	Student to receive final comments and make corrections, accordingly.	Supervisor gives the feedback and comments on the final draft.
9	Week 14-15 02/12/2019 – 11/12/2019	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 15 12/12/2019 Thursday	<u>DUE DATE:</u> 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 16 19/12/2019 Thursday	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 17 27/12/2019	<u>DUE DATE:</u> SUBMISSION OF FINAL HARDBOUND 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 03/01/2020	<u>DUE DATE:</u> FINAL GRADE FROM SUPERVISORS AND EXAMINERS	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 I  
2019/2020 (SEPTEMBER) Inbox x



**Academic AHIBS UTM**

6:14 PM (0 minutes ago)



to drhariati, izreenr, drjasmeeet.moh, kartik25, chyunfong1986, drmarinaas, roy7497, helmi8686, mun86moon, nizam.mrbobo.nazrul88, drnikaniza, nz\_ayyah, c

Dear students,

For those who take Business Research Project on Semester I Session 2019/2020, please fill up ONLINE FORM FOR PROPOSED TITLE AND SUPERVISOR for Business Research Project ( BRP ) until 19 September 2019.

Kindly click the link :<https://docs.google.com/forms/d/e/1FAIpQLSfvk29iXC-pAMuNe0GnT6F2KW7V5U8UB4v7xTCH3-y3sQ2n8Q/viewform>

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

*Deadline Proposed Supervisor Online: 19 September 2019.*

Briefing On BRP JB

*Date : 15 September 2019 ( Sunday ),*

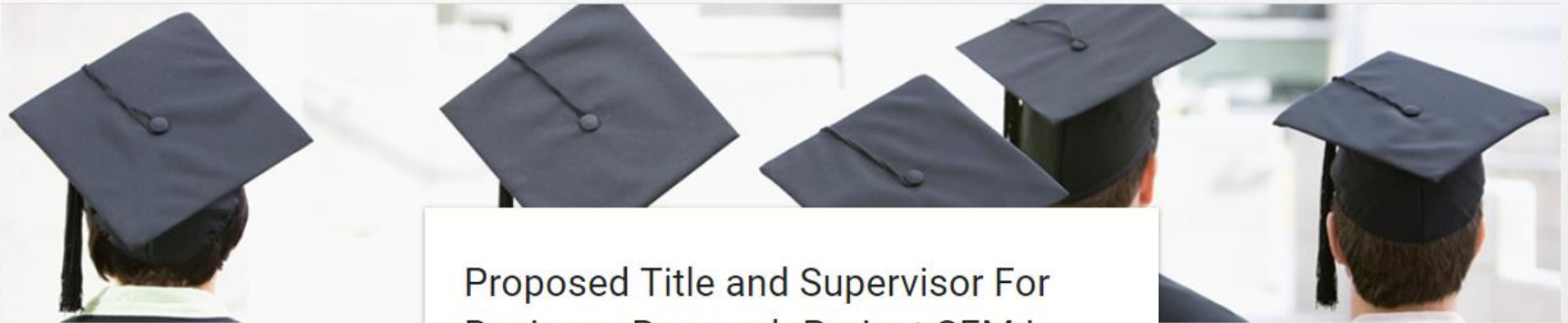
*Time : 2.00pm*

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

**MARK YOUR CALENDAR!**  
**Nominate Supervisor before:**  
**19 / Sept / 2019**

# Fill-in Details & Propose a Supervisor!

When you click the link\* in the email



## Proposed Title and Supervisor For Business Research Project-SEM I 2019/2020 (SEPTEMBER)

This form is aim to assist them in planning and preparing for their presentation, publication and writing up process. Please fill up this form from 04 September - 19 September 2019.

\* Required

Email address \*

Your email

Name \*

Your answer

**\*Google Form Link:**

<https://docs.google.com/forms/d/e/1FAIpQLSfvk29iXC-pAMuNe0GnT6F2KW7V5U8UB4v7xTCH3-y3sQ2n8Q/viewform>



# Get BRP Information

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- 1. URL: [business.utm.my/brp](http://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!

business.utm.my

KL +603-2180 5023/5025 @ JB +607-56 10188 ahibs@utm.my



**AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL**



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AZMAN HASHIM IBS

**RESEARCH  
MONTH**

1 - 30 SEPTEMBER 2019

*jamming for  
global research*



1587

104

6969

90%

# Keep Yourself Up-to-date!

business.utm.my/general-management/

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## General MBA



### Program Learning Outcome

At the end of the program, students will be able to :

- Apply theories & concepts in the decision making process in the business environment

**APPLY NOW**

# Keep Yourself Up-to-date!

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CORE COURSES UNIVERSITY ELECTIVE COURSE RESEARCH PROJECT

ELECTIVE COURSES

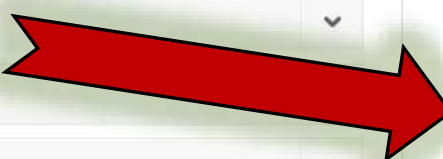
(27 Credits)

Strategic Management	▼
Leading Talent in Organizations	▼
Accounting for Business Decision Making	▼
New Venture Creation	▼
Business Research	▼
Strategic Innovative Marketing	▼
Managerial Economics & Policy Analysis	▼
Strategic Financial Management	▼
Business Information System	▼

*Apart from all the high standard facilities and learning opportunities, all the lecturers of UTM IBS are truly concerned about each student's success.*

**Dr Faizan Ali, IBS Alumni**  
Assistant Professor, University of South Florida Sarasota-Manatee

- Registration Kit
- Study Abroad
- Booklet AHIBS
- Business Research Project





## 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 2 \(2018/2019\)](#) (updated on 06 May 2019)
2. [BRP Guidelines \(revised on 30/01/2019\)](#) (updated on 12 February 2019)
3. [BRP Compulsory Meeting Form](#) (updated on 12 February 2019)
4. [BRP Turnitin Account Info](#) (updated on 12 February 2019)
5. [BRP Checklist](#) (updated on 12 February 2019)
6. [BRP Briefing Semester 2 \(2018/2019\)](#) (updated on 12 February 2019)

**BRP Documents**



# Types of BRP

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## 1. Research Study (Chapters 1-5)

- Qualitative
- Quantitative
- Mixed method

## 2. Case Study (Report + Teaching Notes)

- Case writing



# **BRP: Research Study (1<sup>st</sup> Draft)**

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## **□ 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 (1<sup>st</sup> 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 (1<sup>st</sup> 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 (1<sup>st</sup> draft)

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- 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 (1<sup>st</sup> 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](http://WWW.PHDCOMICS.COM)

JORGE CHAM © 2009



# BRP: Research Study (Final Draft)

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- **Chapter 4: Data Analysis (affixed to 1<sup>st</sup> 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)**

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## **☐ Teaching Notes (affixed to 1<sup>st</sup> draft)**

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



# BRP Evaluation and Grading

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## 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><b>1. Chapter 1 - Introduction</b> 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><b>2. Chapter 2 – Business Issue Exploration</b> 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><b>3. Chapter 3 – Solution of the Problem</b> 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><b>4. Chapter 4 – Data Analysis</b> Consistent with methodology section Well-organized &amp; well-interpreted Analysis is supported with evidences Tables/chart/graphs/diagrams are provided in accordance with the analysis</p>	15
<p><b>5. Chapter 5 – Discussion of Findings &amp; Conclusions</b> Discussion provides explanations to research questions/ research objectives The study generates implications to managerial practice Suggestions are made for future studies</p>	15
<p><b>6. Writing</b> 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><b>7. Adherence to the Norm</b> 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
<b>Total</b>	100



# Case Writing Assessment Criteria

<b>A. Teaching Case</b>	
<b>1. Introduction</b> 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
<b>2. Industry Background</b> Is industry background relevant to the central issues? Sufficient information is provided related to the industry.	5
<b>3. Company Background</b> Is company background relevant to the central issues? Sufficient information is provided related to the company (its operation, industry and competitors).	5
<b>4. Case Story</b> 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
<b>5. Case Closure</b> The case is properly concluded.	5
<b>B. Teaching Notes</b>	
<b>1. Case Summary</b> Write a concise summary of the case.	5
<b>2. Learning objectives</b> The case learning objectives are clearly stated & relevant to the audience.	5
<b>3. Specific theory(s)/ model(s)/ concept(s) addressed in the case</b> Addressing any particular theory/model/topic within a specific field.	10
<b>4. Instructed Teaching Approach/ Plan</b>	5
<b>5. Suggested Case Questions</b> At least five (5) questions.	5
<b>6. Suggested Case Answer(s)</b>	10
<b>7. Supports &amp; Clarity on Argument</b> Supports on arguments given through date, charts, tables or diagrams Not long winded but straight to the point	5
<b>8. Writing style, grammar, sources of information &amp; list of reference is given</b> Interesting, structured and coherent No glaring grammar mistakes and proper use of punctuations List of Reference	10
<b>10. Adherence to the Norm</b> 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
<b>Total:</b>	100





# BRP Standard Marking System

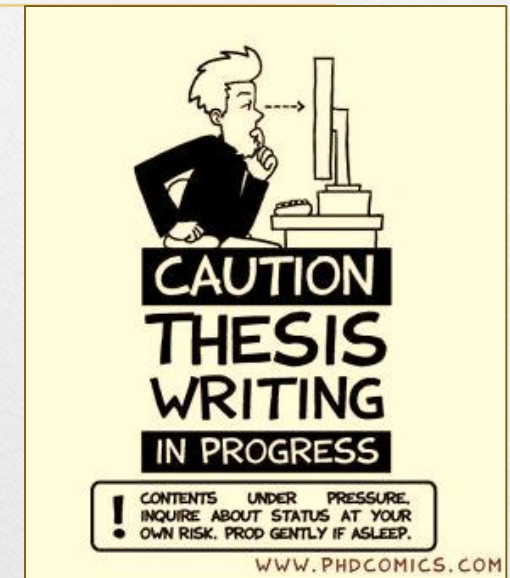
MARKS	GRADE	POINTS	STATUS
90 – 100	A+	4.00	Excellent pass
80 – 89	A	4.00	
75 – 79	A-	3.67	
70 – 74	B+	3.33	Good Pass
65 – 69	B	3.00	
60 – 64	B-	2.67	Pass
55 – 59	C+	2.33	Fail
50 – 54	C	2.00	
45 – 49	C-	1.67	
40 – 44	D+	1.33	
35 – 39	D	1.00	
30 – 34	D-	0.67	
00 – 29	E	0.00	

# BRP Submission Deadlines

1. **First Draft Submission to Supervisor:**
  - **14/Oct/2019 – 20/Oct/2019**
2. **Final Draft Submission to Supervisor:**
  - **18/Nov/2019 – 24/Nov/2019**
3. **Final Report Submission for Evaluation:**
  - **12/Dec/2019** (BRP Presentation: 19/Dec/2019)
4. **Final Hardbound Report Submission:**
  - **27/Dec/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)	

## BUSINESS RESEARCH PROJECT Record of Supervision Meeting

**DETAILS**

Course Code	:	MBSA 2923
Course Name	:	Business Research Project (BRP)
Semester/Session	:	Semester I / Session 2019-20
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:



# BRP Formatting

<u>Language:</u> <b>English</b>	<u>Fonts (12 pt):</u> <b>Times New Roman</b>	<u>Spacing:</u> <b>1 ½</b>
<u>Printing:</u> <b>Double Side</b>	<u>RGB Code:</u> <b>R1G7B61</b>	<u>Color:</u> <b>Royal Blue</b>
<u>Size:</u> <b>B5 (80 gsm)</b>	<u>Color Code:</u> <b>#01073d</b>	<u>Cover Weight:</u> <b>1400 gsm</b>

For More Information:

**UTM Thesis Guideline (2018)**

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

The image shows a thesis cover and abstract page with blue arrows pointing to specific elements. The cover is dark blue with white text, and the abstract page is white with grey text. The annotations are as follows:

- UTM Logo**: Points to the UTM logo on 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 abstract 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 "Supervisors: Mohd Ghozali Bin Mohd Nawawi, Lau Woel Jye" on the cover.
- Name of School, Faculty and University and Year of Submission**: Points to "School of Chemical and Energy Engineering, Faculty of Engineering, Universiti Teknologi Malaysia, 2018" on the cover.



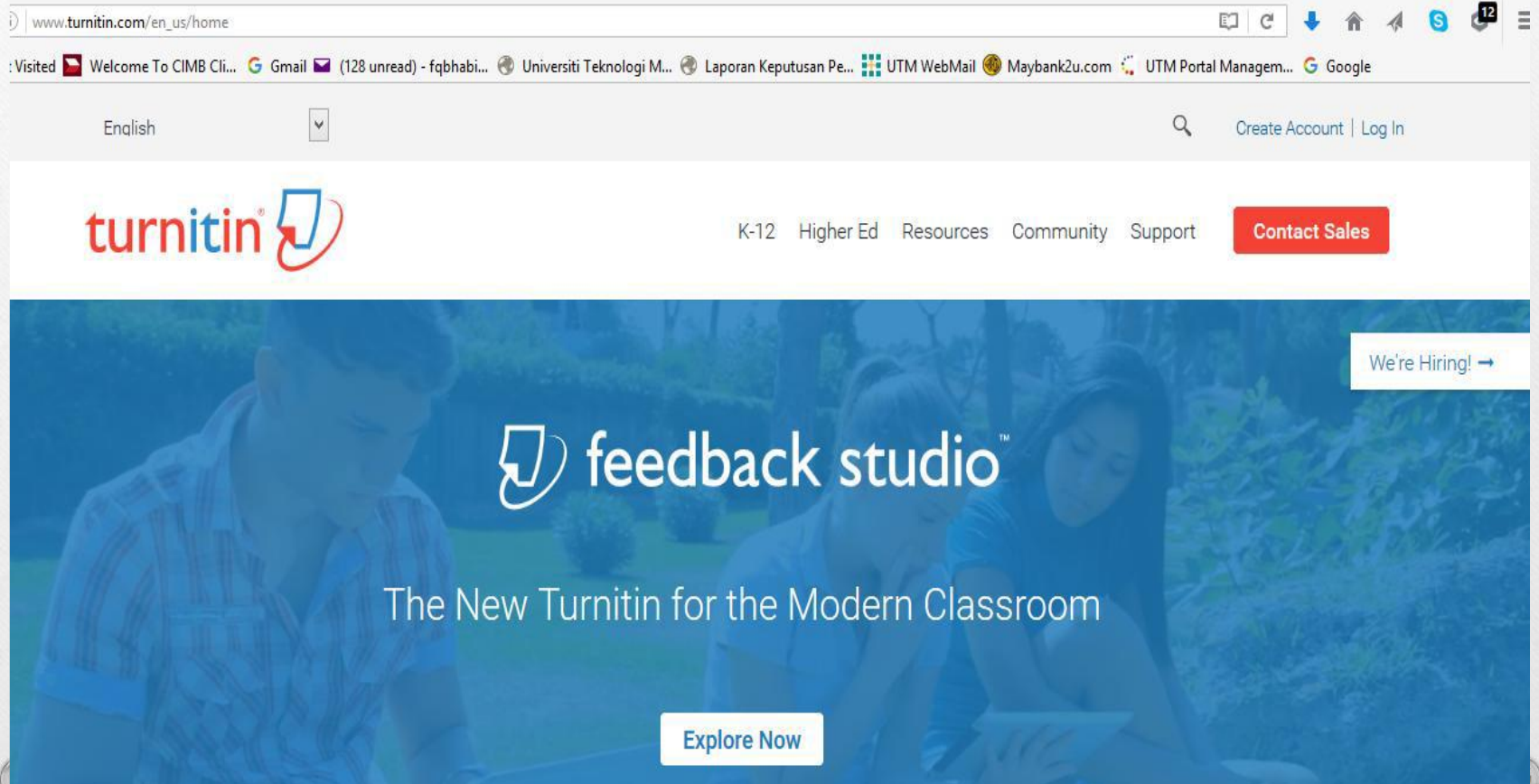
# Turnitin Account

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- 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](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, a search icon, and links for "Create Account" and "Log In". Below the navigation bar, there is a main banner for "feedback studio™" with the tagline "The New Turnitin for the Modern Classroom". The banner features a blue-tinted image of three students looking at a laptop. A "We're Hiring!" link is visible in the top right corner of the banner. A "Contact Sales" button is located in the top right of the navigation area. The background of the entire page is a light, textured beige.

www.turnitin.com/en\_us/home

English

English

Turnitin logo

K-12 Higher Ed Resources Community Support

Contact Sales

feedback studio™

The New Turnitin for the Modern Classroom

We're Hiring! →

Explore Now



# 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 Sem-1, 2019-20

### About this page

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

**Class created**

Congratulations! You have just created the new class: BRP Sem-1, 2019-20  
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 **22305274**  
Enrollment key **BRPSept-19**

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](#)

## Universiti Teknologi Malaysia, Kuala Lumpur

Class ID	Class name
20805798	BRP
20805752	LTO 2019
22305274	BRP Sem-1, 2019-20

[+ Add Class](#)

All Classes | Expired Classes | Active Classes

Statistics	Edit	Copy	Delete

# Good Luck with your BRP!

