

Bachelor of Business Administration MGMT 491 – Senior Project

Applicant Requirements

Senior project candidates must meet the following requirements:

1. Have completed a minimum of 75 credits, including at least six upper-level credits in the student's concentration of study; and
2. Maintained a minimum GPA of 2.67 in their last full-time academic year.

APPLICATION PROCESS

Students will submit their Application Form to the BBA Academic Advisor who will review their academic plan and eligibility. If the student's application is approved, the student will submit the Application Form and Registration Form for Directed, Independent Studies or Senior Project to their Supervising Instructor for completion and to create a Curriculum Plan. Students submit the three documents to the Department Chair for signature. All signed forms and supporting documents must be submitted to the Dean of the Faculty of Management for final approval.

Senior Project Requirements

OVERVIEW

The potential scope of MGMT 491 includes: developing a Research Question/Thesis Statement, conducting a literature review, identifying the benefits of the research, and presenting the findings to faculty and students. In addition, MGMT 491 includes a final 7,000 – 8,000 word research report that builds upon the research findings.

POSSIBLE SCOPE OF THE SENIOR PROJECT

1. Problem or Objective
 - What exactly do you want to study?
 - Why is it worth studying?
 - How does it contribute to knowledge?
2. Literature Review
 - What have experts said about this topic?
 - What theories address the topic and what do they say?
 - What previous research has been undertaken?
 - Have previous findings agreed or disagreed with each other?
 - If there are flaws in the previous research, can you remedy them?

3. Subjects for Study

- Whom or what will you study in order to collect data?
- Identify the subjects in general, theoretical terms
- In specific, more concentrated terms, identify who is available for study and how will you reach them?
- Will it be appropriate to select a sample? If so, how?
- Have you considered ethical issues involved in research on human subjects?

4. Bibliography – annotated

- A brief, written synopsis of each of the major articles or other materials to be used in the project shall be included as Appendices.

5. Time Schedule

- Depict the various stages of your research project. This may change as the project proceeds, but is needed in your MGMT 491 deliverable, Part 1.

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6. **PART 1 – MGMT 491 – Deliverable**

- This should include the Research Question/Thesis Statement, Introduction, Literature Review, Annotated Bibliography, and Time Schedule for MGMT 491 and Presentation.

7. Measurement

- What are the key variables in your study?
- How will you define and measure them?
- If using a measurement method, such as a questionnaire, did you or another researcher design the method?
- Include a copy of any measurement methods to be employed in your research in an appendix to your proposal.

8. Data-Collection methods

- How will data be collected by you?
- Will you conduct an experiment or survey?
- Will you undertake field research yourself or re-analyze statistics from others' studies?

9. Analysis

- Indicate the kind of analysis you plan to conduct
- Delineate the purpose and logic of your analysis.
- Are you focusing on precise description?
- Will you explain why things are the way they are?
- Do you plan to account for variations?
- What possible explanatory variables will your analysis consider and how will you determine if your explanations are sufficient?

10. PART 2 – MGMT 491 – Deliverable

- The scope of MGMT 491 includes a final research report/paper that builds upon the foundation established in PART 1. The report/paper is expected to be between 7,000 and 8,000 words, or approximately 30 – 35 pages of double-spaced typing.