Faculty of Commerce & Business Administration

Graduation Project

Information :

Course Code :	MKT 490	**Level** :	Undergraduate	**Course Hours :**	3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Professor	Rania Moustafa Abdelrahman Moustafa	
Lecturer	Sahar Ahmed Nagaty AbdelHamed	

Area Of Study :

This course is designed to equip the students with the skills necessary to manage projects of varying sizes and complexity through project leadership.
Graduation project is divided on two semesters, the research project related to the specialization area, first semester will cover the methodology the second semester will cover the empirical and research applications.

Description :

Under the guidance of a faculty member, students participate in a research project related to the study of Commerce & Business. The student and supervising faculty member collaborate on defining the research question, collecting and analyzing data, and interpreting the findings. At the end of the course, students submit an extensive research paper and present their research at the Annual Student Research Day.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Enhance and develop students' knowledge about research methods
2 -	Deepen the students' knowledge to plan, organize and manage graduation project.

b.Intellectual Skills: :

1 -	This course is intended to provide an opportunity for students to integrate their skills into real world application
2 -	This course will develop the student's conceptual and analytical skills.

c.Professional and Practical Skills: :

1 -	Develop an understanding of project management concept
2 -	Deepen their presentation skills

d.General and Transferable Skills: :

1 -	variety of technical skills
2 -	Ability to construct a graduation project.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Important terms	4	3	1
Literature review	4	3	1
References	4	3	1
Research methodology	4	3	1
Research methodology	4	3	1
First presentation	4	3	1
Citation	4	3	1
How to paraphrase	4	3	1
plagiarism	4	3	1
Data collection and analysis	4	3	1
Significant research findings	4	3	1
Second presentation	4	3	1
Follow up final work	4	3	1
Follow up final work	4	3	1
Submission week	4	3	1

Teaching And Learning Methodologies :

Data show and computer in lectures
Video demonstration
Group discussion
Self –learning

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Eighth semester final presentation	70.00	15	
Seventh semester first presentation	30.00	9	

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