

<b>Course Title</b>	Capstone Experience: Research Dissertation or Business Plan
<b>Course Code</b>	CMI4002
<b>Recommended Study Year</b>	4
<b>No. of Credits/Term</b>	6
<b>Mode of Tuition</b>	Individual Consultations
<b>Class Contact Hours</b>	Biweekly Consultation
<b>Category</b>	Required Course
<b>Discipline</b>	-
<b>Prerequisite(s)</b>	NIL
<b>Co-requisite(s)</b>	NIL
<b>Exclusion(s)</b>	NIL
<b>Exemption Requirement(s)</b>	NIL

### Brief Course Description

Year 4 students of Creative Media Industries major will work individually to undertake a research dissertation, or create a business plan about a small-scale organization or company in creative media industries. For research dissertation, students need to conduct independent research centered on a critical issue regarding contemporary creative media industrial environment. For business plan, students need to complete a proposal for a new business/organization/brand utilizing the concepts learned from other courses under BACMI.

Approach	No. of Credits	Project Size	Pre-requisites
1. Research Dissertation or 2. Business Proposal for Creative Media Entrepreneurship	3 x 2 (terms) = 6	1 student	TBD

### Aims

To explore in-depth relevant topics of personal interest, and to further develop the skills necessary for writing a substantial research dissertation or a business plan for a start-up company.

### Learning Outcomes for Research Dissertation

On completion of the Capstone Experience: Research Dissertation, students will be able to:

1. Identify a suitable topic for a research dissertation.
2. Apply standard research, writing, and presentation skills in the execution of a research project.
3. Critically review existing work on the topic in a manner that is fair and critical.
4. Justify that the project in its executed form is worthwhile.

### Learning Outcomes for Business Plan

On completion of the Capstone Experience: Business Plan, students will be able to:

5. Conduct individual research on business models of creative media industries.
6. Create an innovative business model for a small-scale cultural organization, designer brand, or studio for art-related services. Formulate marketing strategy and a financial plan.
7. Identify the key process of establishing a business and the valuation techniques.
8. Justify that the project in its executed form is worthwhile.

### Indicative Content

Varies with the topic of the project. The topic should be fixed in accordance with the guidelines below.

## Teaching Method

Independent study, supplemented with biweekly consultations with a supervisor. The individual consultation will better support the students' independent research, giving them ample guidance to complete the writing based on their individual needs. To facilitate the matching of project supervision, Year 3 students will be asked to submit a brief project proposal (1000 words) by 30 April of Term 2 of Year 3. They need to provide project details, such as the topic, three choices of preferred supervisors in order of priority, and the courses that have been taken and will be taken, to fulfill the pre-requisites of respective project approach. The result of project supervision will be announced by mid-June.

In the beginning of Term 1, Year 4 students will meet their supervisors from the Department of Visual Studies to finalize their project topic. Students are expected to complete their final year project in Term 2, while their supervisors will oversee and assess the development, progress and outcome of the research project.

## Measurement of Learning Outcomes

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8
Research Dissertation (approx. 6,000-8,000 words in English)	x	x	x	x				
Business Plan (approx. 6,000 -8,000 words in English)					x	x	x	x

## Assessment

70% Final Research Dissertation or Business Plan

30% Continuous Assessment: a 1000 word Project Proposal.

## Essential Reading

Finch, Brian. *How to Write a Business Plan*. London: Kogan Page, 2013.

Lipson, C. *How to Write BA Thesis : A Practical Guide from Your First Ideas to Your Finished Paper*. Second Edition. Chicago : The University of Chicago Press, 2018.

Strunk, W. & E. B. White. *The Elements of Style*. Middlebury, VM : Springside Books, 2012.

## Recommended/Supplementary Readings

Gibaldi, J., & Modern Language Association of America. *MLA Handbook for Writers of Research Papers* (8th ed.). New York: Modern Language Association of America, 2016.

*The Chicago Manual of Style* (17th ed.) Chicago: The University of Chicago Press, 2017. Available at [https://www.chicagomanualofstyle.org/home.html?\\_ga=2.42389095.395402768.1585893013-1504355538.1585893013](https://www.chicagomanualofstyle.org/home.html?_ga=2.42389095.395402768.1585893013-1504355538.1585893013)

Scarborough, N. M. *Essential of Entrepreneurship and Small Business Management*. Boston: Pearson, 2014.

Flew, T. *Global Creative Industries*. Oxford: Polity Press, 2013.

## Important Notes :

- (1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.