

Master of Business Administration Year 2

Titre du Cours :	Research Project (G2MBA43)
<i>Course Title:</i>	
Heures :	40
<i>Lecture hours:</i>	
ECTS Credits:	8

The purpose of this work is for students to apply the concepts in their courses by doing an extensive case study using these concepts. It is an independent study in which each student prepares a report as outlined below. The final report consisting of all parts is due at the end of the program (following the annexed schedule and guidelines) and must be completed successfully in order to receive the MBA degree.

The Research project can be based on an INTOPIA company (refer to Business Game course content), a current internship, a current employment, or research analysis of a given company, offering enough public data to be analyzed (subject to direction's approval).

If you choose to do your Research project on an INTOPIA company you should notify your decision to conduct the research project under the academic supervision of Francis Bidault or Alessio Castello (Business Game instructors) to the MBA office and to the professors. You will then be informed on which Intopia company you will have to work to prepare the case study.

If you wish to do a Research Project on another company you must find an academic supervisor among the MBA Faculty. To do that, please send a short proposal to a member of the MBA faculty. The short proposal is a written request addressed to the professor that you wish to supervise your research. In the short proposal you must describe the company chosen for analysis and present an outline of the research project in view. If the professor accepts to supervise the research project, the student and the professor must agree on the technical details (deadlines, topic and content), complete and sign the MBA Research Topic and Calendar form.

The student must submit it to the MBA office within the set deadline. See further details at the end of this document.

Please note that you should choose your academic supervisor among the MBA instructors. They may be tenured professors or adjuncts. The academic supervisor should be competent in the field of your research project.

¹ Academic Supervisor : A faculty member, who is competent in the field of research for your MBA Research Project. You should choose among the MBA instructors. They may be tenured professors or adjuncts. Please be sure to request the acceptance of the professor to supervise and guide you during your research project, by sending them a short proposal within the set time limit.

Report Outline

The report must consist of the following five chapters, plus references and optional appendices:

Chapter 1: Company Background (6-10 pages)

This chapter should describe the company, explain its products and/or services, identify its customers, give basic financial data about the company, and otherwise give general background information about the company.

Chapter 2: Marketing or Financial Analysis (12-18 pages)

MARKETING MAJOR:

This chapter should provide a diagnostics of the company's marketing. What were the strengths and weaknesses of its marketing performance? What are the cause(s) of its strengths and weaknesses? Specifically why could it (or not) adapt it to the evolution of its market, its competition and its customers. Be sure to use the concepts from the Marketing courses of the MBA.

FINANCE MAJOR:

This chapter should provide a financial diagnostics of the company. What were its strengths and its weaknesses? Why did it display weaknesses / strengths in some areas? What caused it to fail or to succeed in terms of financial performance? What and how could the company have done better? How do you consider the overall financial result? Was cash managed properly? Be sure to use the concepts from the Finance courses of the MBA.

Chapter 3: Implementing Change (6-8 pages)

This chapter should discuss the following for the company:

- a) How should the company develop into the future?
- b) What should the company do to address its weaknesses and build on its strengths?
- c) What should change? How to implement this change? Provide specific recommendations.
- d) What are the key managerial implications for implementing the suggested plan?

Chapter 4: Conclusion (4-8 pages)

This chapter should summarize the major issues for the company object of the study.

Appendix

Any additional information not in the chapters should be included here.

Oral Presentation

Each student will give a maximum 15-minute long oral presentation on their report, supported by a PPT presentation, following the calendar annexed hereto. The PPT presentation file must be submitted in electronic format and hard copy along with the final report (same deadline).

The respect of timing is part of the global evaluation.

Grading

- | | |
|--|-------------|
| - Company performance in the business simulation course (a detailed definition will be provided during the course of the program for which attendance is mandatory): | 30% |
| - Individual quizzes on Intopia | 20% |
| - Final written report (content and quality): | 25% |
| - Final oral defense (content and quality): | 25% |
| TOTAL: | 100% |

The share of the grade relative to the business simulation class will be obtained during the course. The final report will have to be sent according to the detail below.

PLAGIARISM DETECTION PROCEDURE

In order to guarantee a better quality service and maintain the value of its degrees the IAE School of Business has subscribed to a plagiarism detection system named URKUND.

Thus, all research projects will have to be analyzed by it before being assessed by the Defence Jury.

This is why you are required to send the final version of your Research Project under a certain format (in PDF file, without appendices and bearing a title as per the template given below) to the URKUND PLAGIARISM DETECTION SYSTEM at the email address specified below.

You will receive a submission confirmation email from the URKUND system. **You are required to print out the confirmation and hand it in along with the hard copy of your Research Project** (same deadline).

The plagiarism analysis report of your work will be sent to the MBA Office directly by URKUND.

For every deadline trespassed, a penalty/deduction will be applied on the final grade, as specified below:

Item	Submit to	DEADLINE	Penalty/Deduction
Short proposal	Faculty Members	May 15th	- 0,5 points
Research Project Topic & Calendar	MBA Office	May 31st	- 1,0 points
Complete in accordance with Academic Supervisor	Chapter 1	Academic Supervisor	- 0,5 points
	Chapter 2	Academic Supervisor	- 0,5 points
	Chapter 3	Academic Supervisor	- 0,5 points
	Chapter 4	Academic Supervisor	- 0,5 points
Final Report Soft Copy without appendices	<u>URKUND PLAGIARISM DETECTION SYSTEM</u>	August 30th	Final Grade = zero
<ul style="list-style-type: none"> Final Report: Hard Copy + PDF including appendices PPT Presentation: Hard Copy + PDF URKUND Submission Confirmation 	Academic Supervisor & MBA Office	August 30th	- 2,0 points
Defence (Viva)	Final Jury	Sept. 9th- 13th	Final Grade = zero

DOCUMENTS TO BE SUBMITTED BY AUGUST 30th

To URKUND Plagiarism Detection System:

- 1 PDF version of the final Research Project **without appendices** via e-mail to:
mba.iaenice@analyse.orkund.com

The PDF must be entitled following the pattern: **yourlastname_firstname_MBA_2019.pdf**

DOCUMENTS TO BE SUBMITTED BY AUGUST 30th:

To the MBA Office:

- 1 hard copy of the final research project
- 1 hard copy of the PPT presentation
- 1 hard copy of the URKUND confirmation of submission of your Research Project
- 1 PDF version of the final project **including appendices** at mba-iae@unice.fr
- 1 PDF version of the PPT presentation at mba-iae@unice.fr

To the Academic Supervisor:

- 1 hard copy of the final project
- 1 hard copy of the PPT presentation

GUIDELINES

Number of pages	35 average, 28 min. - 44 max, without appendix attachments
Number of copies	3 hard copies + electronic PDF format (2 for the MBA Office and 1 for the supervisor)
Binding	Black coil-bound with clear plastic cover
Paper	Ordinary laser-print, 80gr. quality, A4 format paper.
Font	Times New Roman
Size	12
Spacing	1,5 lines
Margins:	
Left	2,5 cm
Right	2,5 cm
Top	2,5 cm
Bottom	2,5 cm

General Directions

It is expected that as a graduating MBA candidate, your research project should be professionally executed. Clear thinking, accurate research, and esthetically pleasing format should be of top priority. These guidelines should aid you in the final preparation of your research project.

Corrections

All corrections must be completed before turning in the paper. Corrections made by Liquid Paper, pen, pencil, or in different fonts are not acceptable.

End Papers

A blank sheet of paper (of the same brand) must be included at the beginning and end of the project. These sheets are not counted or numbered in any way.

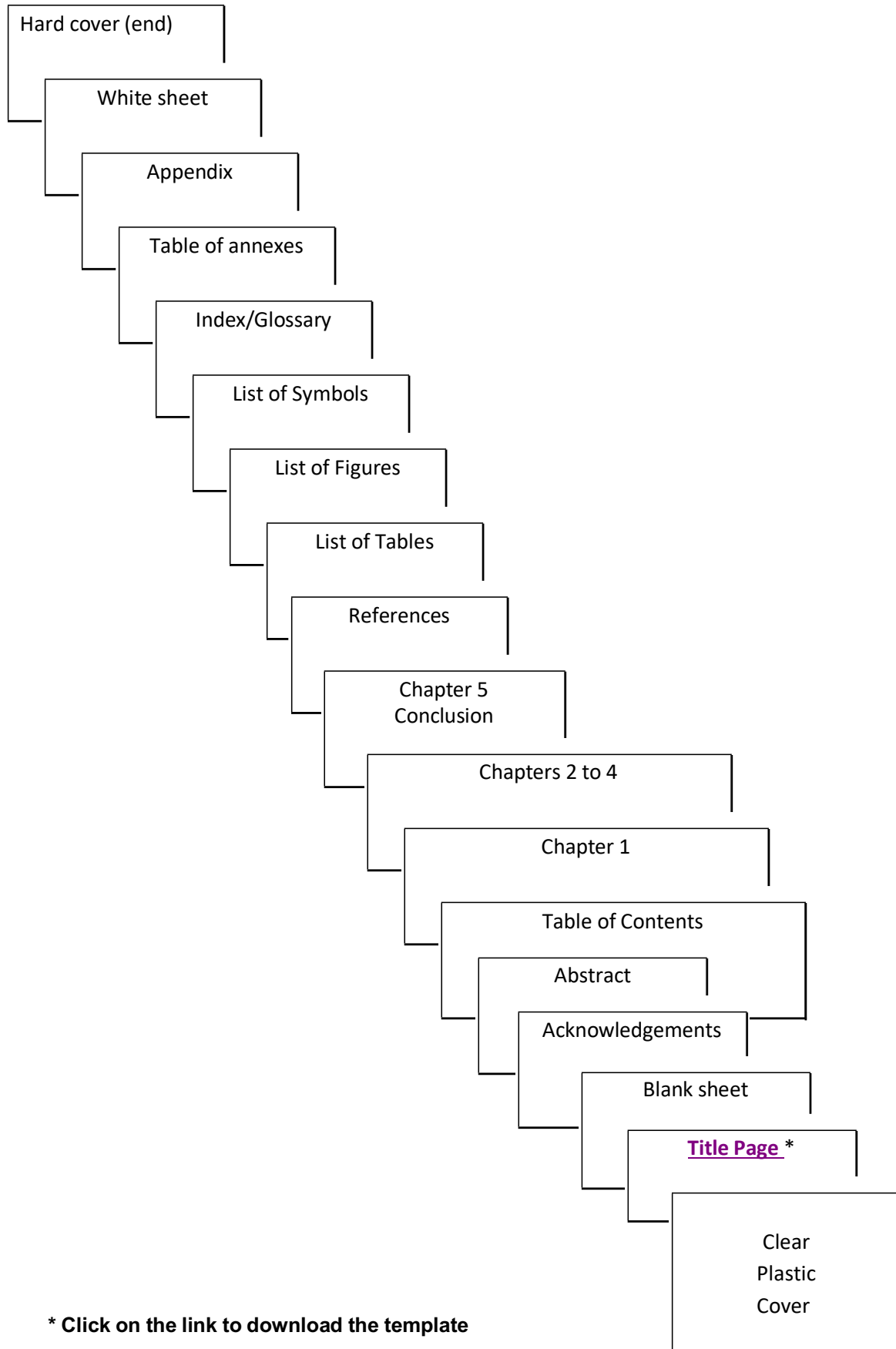
Notes

- If you are using proprietary information and don't want the paper on display, attach a large note to your final copy and we will hold it in the office for you to pick up in 3 months.

Pagination (Page Numbering)

- Title Page - Roman numeral i
- Acknowledgements - Roman number ii
- Abstract - Roman number iii
- Starting with Table of Contents page number is Roman Numeral iv
- The Page numbering on first page of the paper should begin with number "1"

- **Order of Research Project**



* Click on the link to download the template

REFERENCES

All sources should be cited in proper format, as specified herein (Harvard referencing guidelines).

References will be included in two formats:

- 1) Footnotes at the bottom of the page for further explanation, or if source text was quoted.
- 2) A bibliography of references

The non-respect of these rules will incur a grading penalty.

1) How to Reference a Journal Article:

- ✦ **Author's surname** followed by a comma.
- ✦ **Author's initials** in capitals, with full-stop after each and a comma after the final full-stop.
- ✦ **Year of publication** followed by full-stop.
- ✦ **Full title of the article** - *not in italics* - with capitalization of first word and proper nouns only - followed by full-stop unless there is a sub-title. If there is a sub-title, this follows a colon at end of full title, with no capitalization except for proper nouns - followed by full-stop.
- ✦ **Full title of journal**, in italics, with capitalization of key words - followed by comma.
- ✦ **Volume number**
- ✦ **Issue/Part number** in brackets, followed by comma.
- ✦ **Page numbers** preceded by "pp." for a range of pages and "p." for a single page - followed by full-stop.

Example: Journal Article

Knuth, D.E. & Moore, R.W., 1975. An Analysis of Alpha-Beta Pruning, *Artificial Intelligence* 6(4), pp. 293-326.

2) How to Reference a Book or Dissertation:

- ✦ **Author's surname** followed by a comma.
- ✦ **Author's initials** in capitals, with full-stop after each and a comma after the final full-stop.
- ✦ **Year of publication** followed by full-stop.
- ✦ **Full title** of book in italics with capitalization of first word and proper nouns only - followed by full-stop unless there is a sub-title. If there is a sub-title, this follows a colon at end of full title, with no capitalization except for proper nouns - follow by full-stop.
- ✦ **Edition number** followed by the abbreviation "ed." - followed by full-stop. Only include this if not first edition.
- ✦ **Place of publication:** Town or city, follow by colon.

Example: Book

Russell, D.E. & Norvig, P., 2009. *Artificial Intelligence: a modern approach*, 3rd ed., Prentice-Hall.

- ✦ **Publisher (if book)- company name followed by full-stop.**

3) How to Reference a Congress or Conference Paper:

- ⤴ **Author's surname** followed by a comma.
- ⤴ **Author's initials** in capitals, with full-stop after each and a comma after the final full-stop.
- ⤴ **Year of publication** followed by full-stop.
- ⤴ **Full title of conference paper** - *not in italics* - with capitalization of first word and proper nouns only - followed by full-stop unless there is a sub-title. If there is a sub-title, this follows a colon at end of full title, with no capitalization except for proper nouns - followed by full-stop.
- ⤴ **Full title of conference**, in italics, with capitalization of key words - followed by comma.
- ⤴ **Location** followed by a comma.
- ⤴ **Date** followed by a comma.
- ⤴ **Publisher (company name) followed by colon.**

Example: Congress or Conference Paper

Brin, S. & Page, L., 1998. The Anatomy of a Large-Scale Hypertextual Web Search Engine. In: *Seventh International conference on World-Wide Web (WWW 1998)*, April 14-18, 1998, Brisbane, Australia.

- ⤴ **Place of publication (town or city name) follow by full-stop.**

4) How to Reference a Website:

- ⤴ **Authorship or Source** - followed by comma
- ⤴ **Year** - followed by full-stop.
- ⤴ **Title** of web document or web page - in italics - followed by "[Online]"
- ⤴ **Date of most recent update** - within round brackets.
- ⤴ **Available at** - followed by the URL (underlined)
- ⤴ **Date of most recent access** - in square brackets - followed by full-stop

Note: References like Wikipedia or Google as unique web resources highlight an extremely poor attitude towards research.

- In the footnote on the page they refer to, web pages must be quoted including date and time of connection

Example: Website (footnote)

Creaney, N., 2008. *Legal Issues for IT Professionals* [Online] (Updated 26 September 2008)
Available at: <http://knol.google.com/k/n-/l-1hzaxtdr9c09g/7> [Accessed 30 January 2009, 11:35am].

- In the bibliography, only the web site address must be cited

Example: Website (bibliography)

knol.google.com

INTERNSHIP AGREEMENT PROCEDURE (Internship in MBA is optional)

If you choose to complete an internship during your MBA year (and base your Research project on it) please follow the procedure below concerning the administrative details and internship agreement.

Once one of the professor(s) contacted by the student agrees on the student's short proposal, the student must complete the documents following the instructor's specifications and submit to the MBA Program Office the following:

- **3 originals of the internship agreement**
- **1 copy of insurance proof¹** (in French it is called "Attestation de responsabilité civile stage / vie scolaire")
- **Research Project Topic and Calendar** (It is the student's responsibility to duly complete the form and obtain due signatures)

ATTENTION: your complete internship agreement file MUST be submitted to the MBA office at least 15 days before the start of the internship

HOW TO SUBMIT THE INTERNSHIP AGREEMENT

- 1) Use the **right** form, corresponding to your status. All forms are available at the [IAE website](#):
 - a. [You are a "Formation Initiale²" student and your internship is based in France](#)
 - b. [You are a "Formation Initiale" student and your internship is based abroad](#)
 - c. [You are a "Formation Continue³" student and your internship is based in France](#)
 - d. [You are a "Formation Continue" student and your internship is based abroad](#)
- 2) Complete **ALL** the blanks in the form. **Incomplete agreements will be rejected**
- 3) Sign the three copies in original (**three original signatures**)
- 4) Submit the three copies to the Company to be signed in original (**three original signatures**)
- 5) Submit the three copies to the academic supervisor to be signed in original (**three original signatures**). It is the student's responsibility to have the form signed by the academic supervisor.
- 6) Submit the three copies to the MBA Office, only once duly signed by the student, the Company AND the Academic supervisor, **along with the insurance proof**.
- 7) The MBA office will process your file and will send a copy of the agreement to the company, one copy will be available for you at the office

Agreements submitted with less than 3 signatures each, or without the insurance proof will be rejected

SPECIFIC COVENANTS

If any modification is added to the agreement, students must complete and submit the following addendum covenants, following the same procedure as specified above for internship agreements (i.e. **three copies with three original signatures**).

- If you are [assigned out of the office](#) to undertake a trip, a business travel or other missions
- If your [internship length is extended](#) (within legal limits)

² [What is the insurance proof?](#) All internship agreements must be accompanied by a certificate of insurance covering risks for work accidents and civil liability for torts. This certificate is to be asked to the organization that manages your Social Security reimbursements (LMDE or MEP). The certificate may also be included in your apartment or credit card insurance. Please find [here](#) some samples of what it looks like. Without this document, students will not be covered in case of work accident and the Direction will reject the agreement.

² Please read the definition and details at <https://candidature.iae.unice.fr/en-us/home.aspx>

³ Please read the definition and details at <https://candidature.iae.unice.fr/en-us/home.aspx>