



MASTER, MSc

Master of Science (Management) APEL.Q OPTION

The programme provides a comprehensive training in research in the areas of management, economics, leadership, entrepreneurship, marketing, finance and project management.

Students will be exposed to the relevant theories and critical research issues in their respective areas of specialization.

The programme is specially designed for those aspiring to do research in specific areas in business and management.

Professional and mature working adults can exploit this opportunity to do independent research and complete the degree requirements at one's own pace with supervisory assistance. This programme will equip students with practical competence in a range of quantitative and qualitative research while offering an in-depth understanding of current issues in management.

HOW TO SUBMIT YOUR INTENT OF RESEARCH

Your research intent can be submitted through the application form (maximum 1,000 words) or as an email attachment. It should be in the form of a brief description of the specific research area. Some areas may require a more detailed research intent. However, projections can be further negotiated during the admission process.

If you are applying for a predefined project scholarship or a doctoral training centre programme, you do not need to provide a research proposal at the application stage, but the project title have to be stated clearly on the application form.

[ucast2324A/SFS2g2a/](https://www.uo.ac.uk/ucast2324A/SFS2g2a/)



CORE MODULES



RESEARCH FIELDS

- Management
- Economics
- Leadership
- Marketing
- Finance
- Entrepreneurship
- Project Management

AUDIT SUBJECTS

- Research Methodology
- Quantitative Data Analysis
- Qualitative Data Analysis

APPROACH

1. Lectures
2. Field research
3. Supervision of thesis
4. Problem-based learning
5. Research seminars
6. Colloquia Clinics
7. Interactive learning

REQUIRED SKILLS FOR MASTER STUDENTS BY RESEARCH

Be independent

This is a learner-centred Master's programme that requires students to conduct their research independently, with approved supervisory assistance as needed and in compliance with university's stipulated guidelines to complete all required phases/stages

Be effective in time management

Students need to prioritise and manage tasks effectively to ensure completion of one task before moving on to the next. Goal-focus and consistency are essential to achieving commitment-success

Be tenacious

This research based thesis may take up to 2 years, but students must be committed to complete the programme within stipulated time without penalty

Adapt to challenges

Invariably, students may face obstacles and challenges in completing their research, but they must be flexible and resolute to overcome difficulties immediately

Communicate effectively

To earn recognition as a serious master student and a researcher, students must be confident in delivering the Research Proposal Defense, Viva Voce and completed thesis on time and effectively

LEARNING OUTCOME

- Provide the opportunity for students to engage in academic research that enables them to acquire skills in problem solving, systematic analysis, communication and collaboration.
- Broaden the knowledge and expertise of students in areas of selected research.
- Enhance the capability of students to develop innovative solutions for career development and growth.
- Enhance human interactions and business communication skills.