Research Project Guide Book

Master of Business Administration(MBA)

Department of Business Administration

College of Business and Economics

2025

Version
V1

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Master of Business Administration (MBA) Program

An Overview

The Master of Business Administration (MBA) program offered by the College of Business and Economics is one of the pioneering graduate programs at Qassim University. The program was launched in the first semester of the academic year 2004–2005 (1425–1426H). A distinctive feature of the program is its integrated approach, which combines the theoretical foundations of management science with the practical application of managerial practices across various industries.

The program is designed to encourage students to keep pace with rapid advancements in science and technology, engage with contemporary managerial issues and developments, and enhance creativity and innovation. It also emphasizes the development of scientific research capabilities that contribute to community service and support the requirements of sustainable local development.

The MBA program aims to enrich students' knowledge through specialized coursework and research focused on the latest developments in business administration. It further prepares graduates to pursue advanced studies and equips them with the competencies necessary to manage organizations effectively in both the public and private sectors.

Program Mission

Providing educational and research services to prepare competitive leadership competencies in business administration and contribute to achieving sustainable national development, in an academic environment that promotes research, innovation, technology and partnership

Program Goals

1. Ensure quality of education to compete nationally and internationally.
2. Develop students' knowledge and capabilities in business administration and prepare leadership competencies.
3. Encourage Research and Innovation to promote sustainable development.

Graduate Criteria/ Attributes

1. Graduates are distinguished by their knowledge of scientific and practical theories and their application in addressing real work situations in the field of business administration.
2. Graduates are characterized by mastery of effective communication skills, enabling them to effectively share information in various business situations. In addition to cooperation and knowledge sharing.
3. Graduates have knowledge and skills related to critical thinking, research and analysis of complex situations from a strategic perspective, develop and evaluate relevant decisions to find innovative solutions using scientific methods.
4. Graduates have the knowledge and skills relevant to the use of information technology.
5. Graduates are distinguished by leadership and teamwork skills.

6. Graduates demonstrate integrity and work ethics, actively participate in the different dimensions of social responsibility, understand the importance of cultural diversity in business situations, and are good at dealing with it.

Program Learning Outcomes (PLOs)

Knowledge and Understanding

- K1 - Demonstrate in depth knowledge of theoretical models, principles, concepts, practices, and terminologies in the field of business administration
- K2 - Apply advance knowledge and understanding of recent developments and research techniques to address business issues

Skills

- S1 - Students will be able to prepare and deliver a professional presentation on a business issue
- S2 - Students will be able to write a logical, relevant, and well-organized report on a business issue
- S3 - The students will be able to use ICT tools in the fields of business administration
- S4 - The student has the ability to conduct advanced scientific research using specialized research techniques in the fields of business administration
- S5 - Students will be able to demonstrate that they can identify and analyze the business problem and present alternative solutions
- S6 - Students will demonstrate that they can synthesize the data and develop strategies or solutions to business problems

Values, Autonomy and Responsibility

- V1 - Students will collaborate and undertake leadership roles in the field of business administration
- V2 - The students will be able to assess the potential impact of sustainability factors and recommend actions to address these issues
- V3 - The students will demonstrate their ability to identify ethical dilemmas, and be able to recognize and evaluate alternative solutions
- V4 - The student understands the importance of corporate social responsibility

Introduction to Research Project Procedure

The research project is a vital component of academic programs, designed to equip students with the knowledge, skills, and competencies required to conduct systematic and independent inquiry. It enables students to apply theoretical concepts learned during their coursework to real-world problems, thereby strengthening their analytical, critical thinking, and problem-solving abilities. Through the research project, students gain practical exposure to identifying research problems, reviewing relevant literature, designing appropriate methodologies, collecting and analyzing data, and presenting findings in a structured and scholarly manner.

This handbook has been prepared to guide students through the complete research project journey in a clear, logical, and step-by-step manner. It outlines the key stages of the research process, from topic selection and proposal development to data analysis, report writing, and final submission. The handbook serves as a comprehensive reference that clarifies expectations, standardizes research practices, and ensures academic rigor and ethical compliance throughout the project lifecycle.

The flow chart (*Figure-1)* presented in this handbook illustrates the sequential steps involved in completing the research project. It is intended to help students plan their work effectively, manage timelines, and understand the interrelationship between different stages of the research process. By following the guidelines and structure provided in this handbook, students will be able to complete their research projects successfully while meeting academic standards and contributing meaningful insights to their field of study.

Research Project – Journey

The research project follows a structured and sequential process to ensure academic rigor, ethical compliance, and the achievement of intended learning outcomes. The flow of the research project is explained as follows:

1. **Student Registration**

   Students formally register for the research project course according to the approved academic plan in the fourth semester. Registration indicates eligibility to begin the research process under faculty supervision.

2. **Research Orientation Session**

   An orientation session is conducted to familiarize students with research guidelines, policies, timelines, assessment criteria, ethical requirements, and expectations related to the research project. This session ensures that students clearly understand the research process and quality standards.

3. **Development of Research Proposal**

   Students develop a research proposal that defines the research problem, objectives, literature review, methodology, and expected outcomes. The proposal reflects the application of theoretical knowledge and research skills acquired during coursework.

4. **Research Proposal Defense**

Students present and defend their research proposal before a designated committee. The defense evaluates the feasibility, relevance, methodological rigor, and academic contribution of the proposed research. Feedback is provided for improvement, if required.

5. **Submission for Ethical Approval**

   Upon successful proposal defense, the research proposal is submitted to the appropriate ethical review body for approval. This step ensures compliance with ethical standards related to data collection, participant consent, confidentiality, and research integrity.

6. **Data Collection**

   After receiving ethical approval, students proceed with data collection using approved methods and instruments. Data collection is conducted in accordance with ethical guidelines and the approved research methodology.

7. **Data Analysis**

   Collected data are analyzed using appropriate qualitative and/or quantitative techniques. This stage emphasizes analytical thinking, interpretation of results, and the use of relevant analytical tools and software where applicable.

8. **Writing the Research Report**

   Students prepare the final research report following the prescribed academic format and university guidelines. The report includes all required sections, such as introduction, literature review, methodology, analysis, findings, discussion, conclusions, and recommendations.

9. **Final Research Project Report Defense**

   The research process concludes with the final defense of the research project report. Students present their findings and defend their work before an examination committee. Successful completion of this stage demonstrates the student's ability to conduct independent research and apply advanced management knowledge.

Research project Flow chart

The step by step flow of the research project journey for the students has been presented in the following flow chart.

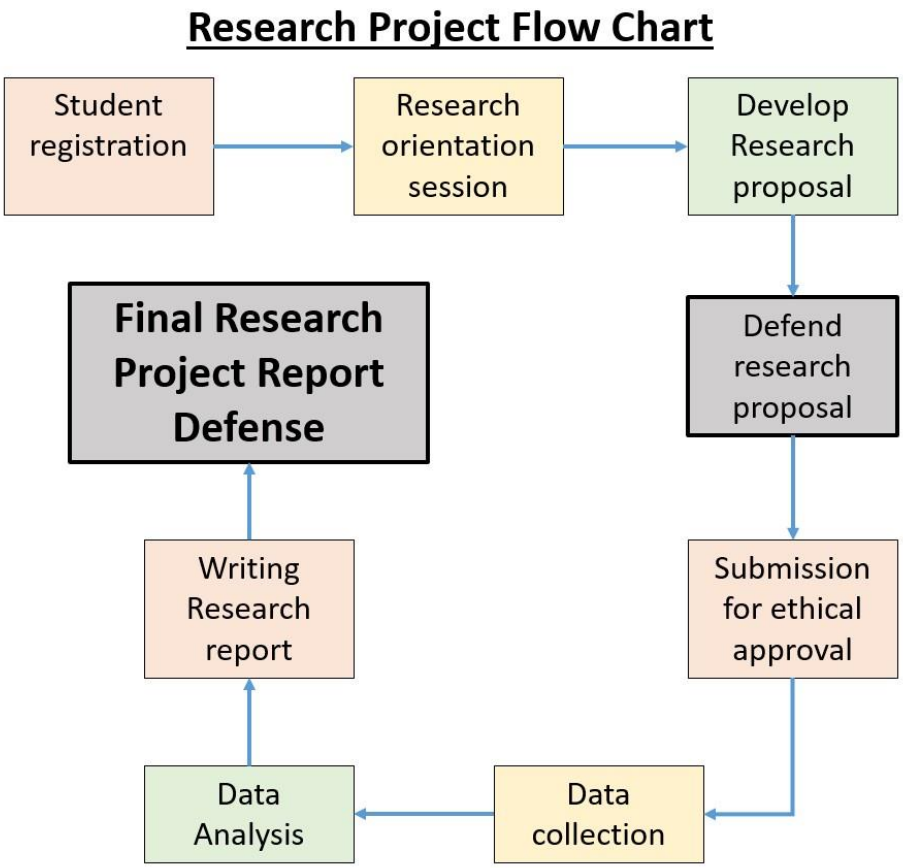


Figure 1: Research project flow chart

Research Project Procedure

The procedure for doing the research project can be explained in the following stages.

Eligibility for registration of research project course

MBA students must have completed three semesters of study.

Appointment of supervisors

Supervisors are appointed based on the number of students enrolled in the graduation project. To ensure effective guidance and quality supervision, each supervisor may supervise a maximum of five students. Students are allowed to select their supervisors according to the research topic they have chosen and the supervisor's area of expertise and research interests. The final allocation of supervisors is subject to approval by the department to ensure balanced workload distribution and alignment between the research topic and supervisory expertise.

Course work

Students enrolled in the research project are required to attend course work for a minimum period of four weeks. The course work is designed to provide structured guidance on key components of the research process, including selection of the research topic, writing the

research introduction, conducting and writing the literature review, developing the research framework, designing the research methodology, analyzing data, and preparing the final research report.

Evaluation of the research project

Research proposal committee

A committee comprising faculty members is constituted to evaluate the research project proposal. Based on the feedback and recommendations provided by the committee, students are required to revise and improve their proposals accordingly. Upon revision, the student must formally defend the research proposal before the evaluation committee.

Rubrics for Research Outcome

The following section presents the assessment rubrics used to evaluate the research project, focusing on the originality of the study, adequacy of the background, quality of the literature review, appropriateness of the research methodology, and the level of research skills demonstrated by the student.

Rubrics for the Evaluation Research Project

Items	Marks	Traits	1	2	3	4	5
Novelty of the Study	5	Demonstrated the potential value of solution or contribution to the research problem in advancing	No novelty	Low Novelty	Medium novelty	High Novelty	Very high novelty
Introduction & Background	10	Stated the research problem clearly, provided motivation for undertaking the research.	Insufficient	Fair	Good	Very Good	Excellent
Literature Review	10	Systematic approach followed in subtopic management	Insufficient	Fair	Good	Very Good	Excellent
		The clarity in analyzing the difference in findings between different studies	Insufficient	Fair	Good	Very Good	Excellent
Research Methodology	10	Research Design	Insufficient	Fair	Good	Very Good	Excellent
		Statistical Analysis					

Written Skills	10	Conclusions are summarized and the central message is presented properly	Insufficient	Fair	Good	Very Good	Excellent
Critical Thinking	5	Demonstrated capability for independent research in the area of study, significant expertise in the area, and ability to make original contributions to the field.	Insufficient	Fair	Good	Very Good	Excellent
Communication Skills	20	Well-structured and well formatted presentation, using appropriate language, confidence and excellent verbal skills, good flow of speech, explains rather than "reading out"	Insufficient	Fair	Good	Very Good	Excellent

Forms for evaluating the Research project proposal, presentation, and report

The following evaluation forms are used at different stages of the research project journey: the research project proposal evaluation form, the research proposal presentation evaluation form, the research project report evaluation form, and the research report presentation evaluation form.

1. **Research proposal evaluation form:**

Research Proposal Approval Form								
Name of the student								
Student ID								
Program	Master of Business administration (MBA)							
Research Title								
Supervisor								
Evaluation Criteria								
Item	**Evaluation Criteria**	**1**	**2**	**3**	**4**	**5**	**Marks allocated**	**Marks achieved**
1.	Novelty of the study	Insufficient	Fair	Good	Very Good	Excellent	5	
2.	Research problem and gap identification	Insufficient	Fair	Good	Very Good	Excellent	5	
3.	Literature Review	Insufficient	Fair	Good	Very Good	Excellent	5	
4.	Research methodology	Insufficient	Fair	Good	Very Good	Excellent	5	
	Total						20	
Decision								
		Select your decision					Remarks	

Accepted		
Accepted with minor corrections		
Accepted with major corrections		
Rejected		

Comments for candidates' reference/improvement:

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	Name	**Signature**
Examiner 1		
Examiner 2		
Chair		

Research proposal presentation evaluation form

Research Proposal Presentation Evaluation Form								
Name of the student								
Student ID								
Program	Master of Business administration (MBA)							
Research Title								
Supervisor								
Evaluation Criteria								
Item	**Evaluation Criteria**	**1**	**2**	**3**	**4**	**5**	**Marks allocated**	**Marks achieved**
1.	Back ground – purpose of the study is clearly described	Insufficient	Fair	Good	Very Good	Excellent	2	
2.	Literature Review – Specific hypothesis are included in the proposal and they are directly connected to the material reviewed in the introduction	Insufficient	Fair	Good	Very Good	Excellent	2	
3.	Research methodology – the method chosen are appropriate and	Insufficient	Fair	Good	Very Good	Excellent	2	

	directly address the research goals							
4.	Presentation style - effective use of verbal and non-verbal communication	Insufficient	Fair	Good	Very Good	Excellent	2	
5.	Slides – Well-designed slides that summarize the key ideas						2	
	Total						10	

Comments for candidates' reference/improvement:

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	Name	**Signature**
Examiner 1		
Examiner 2		
Chair		

Qassim University جامعة القصيم
كلية الأعمال و الاقتصاد
Final report evaluation form

Final report evaluation rubrics form

Name of the student	
Student ID	
Program	Master of Business administration (MBA)
Research Title	
Supervisor	

Rubrics

Items	Traits	1	2	3	4	5	Marks allocated	Marks achieved
Novelty of the Study	Demonstrated the potential value of solution or contribution to the research problem in advancing	No novelty	Low Novelty	Medium novelty	High Novelty	Very high novelty	5	
Introduction & Background	Stated the research problem clearly, provided motivation for undertaking the research.	Insufficient	Fair	Good	Very Good	Excellent	10	
Literature Review	Systematic approach followed in subtopic management	Insufficient	Fair	Good	Very Good	Excellent	10	
	The clarity in analyzing the difference in findings between different studies	Insufficient	Fair	Good	Very Good	Excellent		
Research Methodology	Research Design – the rationale for the proposed research design is clearly described	Insufficient	Fair	Good	Very Good	Excellent	10	
	Statistical Analysis- the analysis method chosen are innovative and directly address the research goals	Insufficient	Fair	Good	Very Good	Excellent		
Written Skills	Conclusions are summarized and the central message is presented properly	Insufficient	Fair	Good	Very Good	Excellent	10	

Critical Thinking	Demonstrated capability for independent research in the area of study, significant expertise in the area, and ability to make original contributions to the field.	Insufficient	Fair	Good	Very Good	Excellent	5	
Total							**50**	

Decision	Select your decision	Remarks
Accepted		
Accepted with minor corrections		
Accepted with major corrections		
Rejected		

Comments for candidates' reference/improvement:

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	Name	**Signature**
Examiner - 1		
Examiner - 2		
Chair		

Final presentation evaluation form

Final Presentation Evaluation Form	
Name of the student	
Student ID	
Program	Master of Business administration (MBA)
Research Title	
Supervisor	

Evaluation Criteria

Item	Evaluation Criteria Rubrics	1	2	3	4	5	Marks allocated	Marks achieved
1.	Introduction & back ground – (literature review is comprehensive and describes the purpose of the study clearly)	Insufficient	Fair	Good	Very Good	Excellent	4	
2.	Literature Review – (Specific hypothesis are included in the report and they are directly connected to the theoretical background)	Insufficient	Fair	Good	Very Good	Excellent	4	
3.	Research methodology – (The method chosen are appropriate and directly address the research goals)	Insufficient	Fair	Good	Very Good	Excellent	4	
4.	Presentation style - effective use of verbal and non-verbal communication Slides – Well-designed slides that summarize the key ideas	Insufficient	Fair	Good	Very Good	Excellent	4	
5.	Q & A (The presentation style is interactive and encouraging of discussion throughout. The presenter accurately answered the questions by the examiners.)						4	
	Total						20	

Comments for candidates' reference/improvement:

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	Name	Signature
Examiner 1		
Examiner 2		
Chair		

Version V1	**Approval Department Council** **Business Administration Department**
Date	**3.2.2026**
Link to the Minutes	Departmental Approval.pdf