

# IMPORTANT DEADLINES RESEARCH PROJECT P1 & P2 CQX7002, CQX7003, CQX7004, CQE7002, CQE7009

## SEMESTER I, 2025/2026

MASTER OF BUSINESS ADMINISTRATION (MBA)

MASTER OF MANAGEMENT (MM)

MASTER OF MARKETING (MMkt)



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**MASTER OF BUSINESS ADMINISTRATION (MBA)  
MASTER OF MANAGEMENT (MM)  
MASTER OF MARKETING (MMkt)**

<b>Scenario</b>	<b>SEMESTER 1 2024/2025 Conventional Style</b>	<b>SEMESTER 2 2024/2025 Conventional Style</b>	<b>SPECIAL SEMESTER 2024/2025 Conventional Style / Article Style</b>	<b>SEMESTER 1 2025/2026 &amp; onwards Article Style</b>
<b>Scenario 1</b>	N/A	<b>Register P1</b>	N/A	<b>Register P2</b>
<b>Scenario 2</b>	N/A	<b>Register P1</b>	<b>Register P2</b>	N/A
<b>Scenario 3</b>	<b>Register P1</b>	<b>Register P2</b>	N/A	N/A
<b>Scenario 4</b>	N/A	N/A	<b>Register P1</b>	<b>Register P2</b>

# IMPORTANT NOTES

- ✓ Master of Business Administration, Master of Marketing, and Master of Management programme will adopt the journal writing format from **Asian Journal of Business & Accounting (AJBA)** (<https://ajba.um.edu.my/>)
- ✓ Based on the Research Project to be produced, students are required to consult with their respective supervisors should they wish to publish their work in a journal publication.
- ✓ Student are not allowed to submit the journal by themselves. Journal must be submitted through the respective supervisor.

# IMPORTANT NOTES

- ✓ Compulsory Submission Requirement (for supervisors to check before signing submission form) (*Form of Submission For Examination*) :
  - ☐ Turnitin
  - ☐ UM Research Ethics approval letter for primary data
  - ☐ Submission of full research data to supervisor
  - ☐ Submission of reports generated using statistical analysis software
- ✓ Systematic LR paper is not acceptable.

# ASSESSMENT RUBRIC FOR JOURNAL ARTICLE

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Name and Matric No. of Candidate :

Name of Supervisor/Examiner :

Title of Research Project :

1 (Very poor)	2 (Poor)	3 (Average)	4 (Good)	5 (Very good)	Marks
<b>CRITERIA 1: BACKGROUND INFORMATION AND STATEMENT OF RESEARCH PROBLEM</b>		<ul style="list-style-type: none"> <li>• Scope of research</li> <li>• Research questions and objectives</li> <li>• Significance of research</li> </ul>			
Lack of statements of research problems to support purpose of research. Fails to provide statement of scope, research questions, objectives, and significance of research.	Unclear and vague research problems to support the purpose of research. Unclear and vague scope, research questions, objectives, and significance of research.	Partially clear research problems to support the purpose of research. Partially clear scope, research questions, objectives, and significance of research.	Clear research problem to support purpose of research. Clear scope, research questions, objectives, and significance of research.	Clear and well-defined research problems to support the purpose of research. Clear and well-defined scope, research questions, objectives, and significance of research.	
Marks: 0-3	Marks: 4-6	Marks: 7-9	Marks: 10-12	Marks: 13-15	Max: 15%
<b>CRITERIA 2: LITERATURE REVIEW</b>		<ul style="list-style-type: none"> <li>• Identification of relevant literature</li> <li>• Critical evaluation of the literature</li> <li>• Synthesis of information in the literature</li> <li>• Conceptual Framework Development (if relevant)</li> </ul>			
Lack of review of past studies to support research. Lack of evaluation and synthesis of information of past studies. Poorly linked to the research question. Poor conceptual framework development (if relevant)	Minimal review of past studies to support research. Minimal description and synthesis of information of past studies. Weakly linked to the research question. Weak conceptual framework development (if relevant)	Some review of past studies to support research. Some evaluation and synthesis of information but mainly listing of past studies. Partially linked to the research question. Partially clear conceptual framework development (if relevant)	Good review of past studies to support research. Reasonable evaluation and synthesis of information of past studies. Clearly linked to the research question. Demonstrate reasonable conceptual framework development (if relevant)	Thorough review of past studies to support research. Critical evaluation and exemplary synthesis of information of past studies. Clearly linked to the research question. Strong conceptual framework development (if relevant)	





Marks: 0-4	Marks: 5-8	Marks: 9-12	Marks: 13-16	Marks: 17-20	Max: 20%
<b>CRITERIA 3: METHODOLOGY</b>		<ul style="list-style-type: none"> <li>Framework of research</li> <li>Data collection</li> <li>Tools of analysis</li> </ul>			
Lack of theoretical/ conceptual framework (if relevant) and statement of research design. Fails to explain data, sample (if any), instruments, procedures and methods. Inappropriate use of tools of analysis. Methodology is not in line with research.	Vague theoretical/ conceptual framework (if relevant) and statement of research design. Vague explanation of data, sample (if any), instruments, procedures and methods. Methodology is weakly in line with research and lacks justification.	Partially clear theoretical/ conceptual framework (if relevant) and statement of research design. Partially clear explanation of data, sample (if any), instruments, procedures and methods. Methodology is in line with research but lacks justification.	Reasonable theoretical/ conceptual framework (if relevant) and statement of research design. Clear explanation of data, sample (if any), instruments, procedures and methods. Methodology is in line with research with some justification.	Strong theoretical/ conceptual framework (if relevant) and statement of research design. Demonstrate the mastery of analytical tools with clear explanation of data, sample (if any), instruments, procedures and methods. Methodology is in line with research with strong justification.	
Marks: 0-4	Marks: 5-8	Marks: 9-12	Marks: 13-16	Marks: 17-20	Max: 20%
<b>CRITERIA 4: ANALYSIS OF RESULTS</b>		<ul style="list-style-type: none"> <li>Relevance of results</li> <li>Critical analysis of the results</li> <li>Validity and reliability of results</li> <li>Comparison of the results with other studies</li> <li>Meaningful and logical Interpretation of the results</li> <li>Clarity of results</li> </ul>			
Lack of / inaccurate analysis and interpretation. Inadequate statistics/evidence to address research questions. Fails to validate results. Report of results is not related to research questions and hypotheses. Fails to provide comparison with related studies.	Superficial analysis, with mostly result statements. Weak statistics/ evidence to address research questions. Weak validation of results. Report of results is weakly related to research questions and hypotheses. Minimal comparison to related studies.	Appropriate analysis, and partially accurate interpretation. Reasonable amount of statistics/evidence to address research questions. Partially sufficient validation of results. Report of results is partially related to research questions and hypotheses. Some comparison to related studies.	Appropriate and systematic analysis, and accurate interpretation. Adequate statistics/ evidence to address research questions. Sufficient validation of results. Report of results is related to research questions and hypotheses. Adequate comparison to related studies.	Advanced and synthesized analysis, and in-depth interpretation. Strongly convincing statistics/evidence to address research questions. Strong validation of results. Report of results is related to research questions and hypotheses. Adequate comparison to related studies with justification of contrasting results. Results linked to theory.	
Marks: 0-5	Marks: 6-10	Marks: 11-15	Marks: 16-20	Marks: 21-25	Max: 25%

<b>CRITERIA 5: SUMMARY, RECOMMENDATION AND CONCLUSION</b>		<ul style="list-style-type: none"> <li>Summary of findings</li> <li>Representability and generalizability of findings</li> </ul>		<ul style="list-style-type: none"> <li>Implications of findings</li> <li>Limitations of study</li> <li>Contributions of the study</li> </ul>	
Inadequate/ inaccurate summary, implications and recommendation and contributions of the study. Limitations are not stated. Conclusion is flawed.	Poor summary, implications and contributions of the study. Recommendations are unrealistic or not based on findings. Conclusion is somewhat flawed.	Partially clear and adequate summary and implications. Contributions of the study are limited. Recommendations based on findings, but brief. Conclusion is partially sufficient.	Clear and adequate summary and implications. Contributions of the study are reasonable. Recommendations based on findings, and clarity. Conclusion is sufficient.	Clear and adequate summary. Strong implications with suitable inferences on representability and generalisability of findings. Contributions of the study are strong. Excellent recommendations based on findings. Conclusion is robust and comprehensive.	
[Marks: 0-2]	[Marks: 3-4]	[Marks: 5-6]	[Marks: 7-8]	[Marks: 9-10]	Max: 10%
<b>CRITERIA 6: PRESENTATION AND ORGANISATION</b>		<ul style="list-style-type: none"> <li>Language</li> <li>Sequencing</li> <li>Use of diagrams, tables and graphs to summarize information</li> <li>Format for references</li> <li>Adherence to required format set by UMBS</li> </ul>			
Writing does not flow well, is not clear and concise. Poor use of proper grammar and spelling. Poor organization of study. No use of figures and tables. Little or no consistent referencing format. Does not follow the required format.	Writing flows, but not clear and concise. Mistakes in grammar and spelling. Minimal effort in organization of study. Minimal use of figures and tables. Substantial errors in referencing format. Follows the required format but with many errors.	Writing flows well, is clear but not concise. Some mistakes in grammar and spelling. Organization of study is reasonable. Reasonable use of figures and tables. Some errors in referencing format. Follows the required format with some errors.	Writing is clear and concise, showing some logical progression of ideas. Proper use of grammar and accurate spelling. Organization of study is good. Sufficient use of figures and tables. Referencing format is accurate but with little errors. Follows the required format with little errors.	Exemplary writing skills, show excellent logical progression of ideas. Proper use of grammar and accurate spelling. Organization of study is excellent. Skillful use of figures and tables. Referencing format is accurate with no error. Follows the required format with no error.	
[Marks: 0-2]	[Marks: 3-4]	[Marks: 5-6]	[Marks: 7-8]	[Marks: 9-10]	Max: 10%
<b>TOTAL MARKS</b>					



# IMPORTANT DEADLINES P1 & P2 SEMESTER 1 2025/2026

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**\*\*SUBMISSION DATES FOR RESEARCH PROJECT PROPOSAL, APPOINTMENT OF SUPERVISOR AND APPROVAL OF FIELD OF RESEARCH (CQX7002, CQX7003, CQX7004, CQE7002 AND CQE7009) FOR MASTER OF BUSINESS ADMINISTRATION (MBA), MASTER OF MANAGEMENT (MM) AND MASTER OF MARKETING (MMkt) FOR SEMESTER 1, 2025/2026**

NO	SUBJECT	DEADLINES
1	Submission of Research Project Proposal, Appointment of Supervisor and *Approval of Field of Research to UMBS (Pink Form)  (for candidate who wish to register Progressive 1 (P1) in the following semester)  *if applicable	29.12.2025  (Week 11)

**NEW**

**\*\* Subject to change**

**\*SUBMISSION DATES FOR **RESEARCH PROJECT (P1)** (CQX7002, CQX7003, CQX7004 and CQE7002 and CQE7009) FOR MASTER OF BUSINESS ADMINISTRATION (MBA), MASTER OF MANAGEMENT (MM) AND MASTER OF MARKETING (MMkt) FOR SEMESTER 1. 2025/2026**

NO	SUBJECT	WEEK	DEADLINES
1	Submission of Introduction (Problem Statement, Research Question, Objective, Significance of Study) to Supervisor	Week 1- 5	6.10.2025 – 7.11.2025
2	Submission of Literature Review to Supervisor	Week 1- 8	6.10.2025 – 5.12.2025
3	Submission of Research Methodology to Supervisor	Week 1 -14	6.10.2025 – 16.1.2026
4	<p>Submission of University of Malaya Research Ethics Committee (UMREC) via email <a href="mailto:umrec@um.edu.my">umrec@um.edu.my</a> (for those applicable only)</p> <p><b>Note:</b> kindly download and complete the UMREC application form from here: <a href="https://umresearch.um.edu.my/university-of-malaya-research-ethics-committee-umrec">https://umresearch.um.edu.my/university-of-malaya-research-ethics-committee-umrec</a></p> <p><b>Closing dates for application submission UMREC :</b> <a href="https://umresearch.um.edu.my/research-ethics/">https://umresearch.um.edu.my/research-ethics/</a></p>	Week 1-14	6.10.2025 – 16.1.2026
5	Upon receiving approval from UMREC, you may proceed with Data Collection and Analysis	N/A	N/A
6	<b>Continue your remaining Chapters in Research Project (RP) Progress 2 (P2)</b>	<b>Start in the following semester</b>	

\* Subject to change

**\*SUBMISSION DATES FOR **RESEARCH PROJECT PROGRESS 2 (P2)** (CQX7002, CQX7003, CQX7004, CQE7002 and CQE7009) FOR MASTER OF BUSINESS ADMINISTRATION (MBA), MASTER OF MANAGEMENT (MM) AND MASTER OF MARKETING (MMkt) FOR SEMESTER 1, 2025/2026**

NO	SUBJECT	WEEK	DEADLINES
1	Submission of Approval of Title (Blue Form) to UMBS– To Appoint Examiner & Approval of Title	N/A	3.10.2025
2	Submission of Research Findings, Conclusion and First Draft of Paper in Article Style	Week 1-8	6.10.2025 – 5.12.2025
3	Submission of Research Paper for Examination to UMBS	Week 13	9.1.2026
4	Submission of Research Paper (After Correction) by Student [One (1) Softcopy in PDF and Ms Word Format submitted in the Microsoft teams (link will be provided)]	N/A	20.3.2026 (Friday)

**\* Subject to change**

# THANK YOU & ALL THE BEST!

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