

BUS6019 Applied Industry Project

Unit Description

An applied industry project, also known as a capstone project, is a culminating academic experience for students. Designed to bridge theory and applied business practice, a Master of Business Administration (MBA) capstone challenges students to draw on the full breadth of their academic learning to address a real-world, complex business problem or opportunity. Students will be introduced to the purpose and value of the capstone experience, including its role in enhancing their strategic thinking, professional judgement and leadership capabilities. The capstone is student-led, encouraging autonomy, initiative and collaboration within teams. Students are expected to demonstrate reflective thinking, adaptively manage project dynamics and apply analytical rigour to real-world data and stakeholder input.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Critically evaluate complex business issues by synthesising multidisciplinary knowledge, theoretical frameworks and empirical evidence.
2. Apply structured problem-solving approaches to analyse real-world organisational challenges, identifying root causes and designing innovative, feasible and ethical solutions.
3. Demonstrate effective seeking and responding to peer feedback to enhance performance and personal development.
4. Communicate project findings persuasively to diverse audiences through coherent, well-structured written reports and engaging oral presentations.