



## Independent Study – Internship II

Topic: .....

Student Information	Signature
1. Full Name ..... Student ID ..... Email ..... Mobile .....	
2. Full Name ..... Student ID ..... Email ..... Mobile .....	
3. Full Name ..... Student ID ..... Email ..... Mobile .....	

Acknowledged by Project Advisor

( ..... )

## Guidelines for Independent Study (Substitution of Internship II)

The Independent Study option requires students to conduct a study in the tourism, hospitality and service related areas. The study will produce a research report OR a business project/plan which requires a high level of self-directed learning. Students are expected to demonstrate their ability to integrate their knowledge gained from THM major courses with empirical data and observation to produce the research report or a business project/plan. Under the supervision of an advisor, this study may require students to conduct self/group study, discussion, reports and oral presentation for their research report OR business plan.

### Procedure

1. Students will seek and form a team of two or three members.
2. Students will develop a plan or idea for independent study and will approach a THM faculty member to discuss the feasibility and seek supervision of the work.
3. Students will develop their work containing, but not limited to, the following information:

Research report	Business project/plan
<p><b>Part 1:</b></p> <ol style="list-style-type: none"> <li>a. Background of the research</li> <li>b. Problem statement</li> <li>c. Research objectives</li> <li>d. Research questions</li> <li>e. Literature review</li> <li>f. Methods</li> <li>g. Findings</li> <li>h. Discussion</li> <li>i. Conclusion (including implication of findings)</li> <li>j. Reference (APA format)</li> </ol> <p><b>Part 2:</b> Development of business prototype idea by each group member</p>	<p><b>Part 1:</b></p> <ol style="list-style-type: none"> <li>1. Executive summary</li> <li>2. Business background and idea</li> <li>3. Target market</li> <li>4. Macro and micro environment (including industry/sector level) analysis</li> <li>5. Sales and marketing strategy</li> <li>6. Organization structure</li> <li>7. Operation</li> <li>8. Financing and assets</li> <li>9. Financial projections</li> <li>10. Risk management</li> <li>11. Reference (APA format)</li> </ol> <p><b>Part 2:</b> Development of business plan</p>

4. The length of research report or business project/plan should be between 11,000-15,000 words (a pair); 15,000 – 20,000 words (a team).
5. Students will develop a prototype idea of business OR a business plan.
6. Students will present their work to the appointed committee, comprising 1) the project advisor 2) one THM faculty member representatives.
7. Students will be evaluated on the quality of
  - a. Research report OR Business project/plan
  - b. Presentation (not longer than 25 min)
  - c. Q&A after presentation

\*Students are also allowed to choose other types of IS and are required to deliver report which is equivalent in length to the IS research. Other alternatives of IS project include business plan proposal or a project given by the industry under the THM faculty member's supervision. The report structure will be guided by the responsible THM faculty member. On these alternatives, the students MUST also create prototype ideas and conduct the oral presentation.