

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2022/2023**

Part I Course Overview

Course Title: EMBA Consulting Project

Course Code: FB6812

Course Duration: Two Semesters

Credit Units: 4

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to provide a vehicle for participants to relate theory to practice and to demonstrate enhanced managerial competence through the investigation and analysis of a significant real problem in a chosen area of management operation or strategy.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyze the inter-related and dynamic components of the business environment at the regional and global levels.		✓	✓	✓
2.	Apply different approaches in case research and writing.		✓	✓	✓
3.	Conduct case study research at different stages.		✓	✓	✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1	Meetings giving instructions in case and report writing.	✓	✓	✓	
2	Meeting with Project Supervisors to discuss data collection and analysis approach and alternative solutions generated.	✓	✓	✓	
3	In-progress Project Presentation	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: <u>100%</u>					
A final written report and a presentation of the report.	✓	✓	✓	100%	
Examination: ____ (duration: _____, if applicable)					
				100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
A final written report and presentation of the report.	Integration of knowledge to analyse real business situations and provide solutions.	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. Able to suggest new ways of resolving the issues at stake, provide a substantial analysis of the new ways, and provide new solutions to the issues.	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. Able to suggest new ways of resolving the issues at stake and provide a preliminary analysis of the new ways.	Sufficient familiarity with the subject matter.	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
A final written report and presentation of the report.	Integration of knowledge to analyse real business situations and provide solutions.	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. Able to suggest new ways of resolving the issues at stake, provide a substantial analysis of the new ways, and provide new solutions to the issues.	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. Able to suggest new ways of resolving the issues at stake and provide a preliminary analysis of the new ways.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material. Able to suggest new ways of resolving the issues at stake.	Sufficient familiarity with the subject matter.	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

1. A suitable supervisor will be assigned for each participant.
2. The project will start with problem identification. The participant is supposed to collect data to understand the existing problem of a company. Supervisor will provide guidelines in report writing, and face-to-face interview skills if necessary.
3. After a limited initial number of meetings with a supervisor, the participant will be encouraged to meet regularly to discuss the case or problem when necessary. In the case of client-sponsored project, meetings may take place at the client's premises.
4. At the early stage of the project, agreement need to be made between project supervisors, and participant about the identified problem to be investigated, the objectives of the proposed investigation, and the practical responsibility of the participants for the marshalling of research results to inform practical strategic decision making requirements.
5. At various meetings with the project supervisor, the participant will be expected to report what he/she has done with justifications, propose next steps, and seek advice the supervisor. Much of the discussion will centre around the actual or potential reaction of the organisation to action taken, or the possible reaction of the client to proposed suggestions.
6. After 4-6 months, each participant will have:
 - thoroughly analyzed the problem, drawing upon appropriate techniques and additional personal insights and expert understanding,
 - identified a solution or set of possible solutions,
 - submitted to his/her Project Supervisor a in-progress report (approximately 2,500 words) including a summary of the analysis of the problem and possible solution(s), along with a draft implementation plan.
7. After 8-10 months, each participant will have:
 - submitted to his/her Project Supervisor a final written report consist of about 10,000 words with a maximum of 15,000 words, excluding appendices.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)