

City University of Hong Kong
Course Syllabus

offered by Department of Information Systems
with effect from Semester A 2024 / 2025

Part I Course Overview

Course Title: Management Consulting in Asia

Course Code: IS6930

Course Duration: One Semester

Credit Units: 3

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

The aim of this course is to provide participants with a hands-on opportunity to build management consulting knowledge and experience in the Asia Pacific region.

Upon completion of this course, participants should have:

- (a) Applied relevant domain knowledge acquired from the programme to address managerial challenge;
- (b) Developed knowledge for and experience in management consulting on information systems, e-business, or other business domains;
- (c) Broadened their perspective and knowledge about business practices in the Asia Pacific region;
- (d) Advanced the ability to work effectively in a multi-cultural team under demanding conditions;
- (e) Advanced effective communication skills

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.	Learn business practices in Asia	20%			
2.	Identify management consulting capabilities	40%	✓	✓	✓
3.	Generate the ability to work effectively in a multi-cultural team under demanding conditions	20%	✓	✓	
4.	Apply effective communication skills	20%			
		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 real-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. Learning and Teaching Activities (LTAs)

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

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
LTA1: Project Proposal Development (Background study, six weeks)	Participants, organized in project teams, are required to develop a consulting project proposal. To do so, they need to understand the client's challenge, define project objective and scope, review the necessary literature on the subject matter, and develop a project execution plan.	✓	✓	✓	✓	
LTA2: Project Execution (Field-trip, one week)	Participants will execute their project plan by taking a week-long field trip to the client site. They are expected to stay on site for the entire travel period to conduct field work and attend daily project workshops. The trip will conclude in the form of a formal presentation delivered to the client executives.	✓	✓	✓	✓	
LTA3: Project Wrap-up (Consulting report composition, five weeks)	Participants are expected to transform their consulting project proposal to a complete project report by integrating their diagnostics and findings from the field trip. The report, composed professionally, will be submitted to the supervisor and the client for evaluation.	✓	✓	✓	✓	

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	4		
Continuous Assessment: 100 %						
AT1: Draft report Students should actively participate in the activities relating to the preparation of draft report, which may include brief meetings and group discussions. The draft report should reflect students' understandings on the key concepts, continuous efforts (made and yet to be made) on completing the preassigned consultation tasks, as well as teamwork performance. The draft report will be assessed from the following perspectives: <ul style="list-style-type: none"> • Problem statement, project objective and scope • Background research and literature review • Project plan (including survey instruments, interview protocol if applicable) • Hypothesized analyses and solutions 	✓	✓	✓	✓	20%	
AT2: On-site presentation Each group is required to complete an on-site presentation. Through teamwork, students should be able to accurately describe all key concepts, properly demonstrate their findings and propose their solution or suggestions to the preassigned consultation tasks, in a creative, effective and well-organized way. The presentation will be assessed based on the opinions from both professors and company management.	✓	✓		✓	30%	

<p><u>AT3: Final report</u> After the on-site presentation, each group is required to finish and finalize a written report based on the feedback and suggestions from the professors and the company management on the proposed solutions during the presentation. Similar as the draft report, the final report should have components including issue statement, analysis and finding, future plans, etc.</p>	✓	✓	✓	✓	30%	
<p><u>AT4: Individual Report</u> Each student is also required to complete two individual reports. The first reflection report should be finished before the draft report, which should address the following questions/issues:</p> <ul style="list-style-type: none"> • The project objective • Client organizational / industrial background • Summary of the literature review report by EACH UQ team member • Comprehension and analysis of the review reports • Summary of individual appreciation/evaluation in the form of a table • Recommendation of proceeding framework <p>The second individual report, due after the final report, should be focusing on student's personal reflection and thoughts on the assigned project, teamwork experience, and the course itself.</p>	✓	✓		✓	20%	
					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 before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1: Draft report	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2: On-site presentation	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to deliver the presentation in a creative, effective, efficient, accurate and well-organized way.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3: Final report	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT4: Individual Report	Ability to logically, effectively and accurately analyse the review reports according to the guidelines.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately conclude personal reflections and thought from the performance of the consultation tasks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-,C+,C)	Failure (F)
AT1: Draft report	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Not even reaching marginal levels
AT2: On-site presentation	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to deliver the presentation in a creative, effective, efficient, accurate and well-organized way.	High	Significant	Moderate	Not even reaching marginal levels
AT3: Final report	Ability to creatively, and accurately describe all key concepts.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, and efficiently work in a team.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Not even reaching marginal levels
AT4: Individual Report	Ability to logically, effectively and accurately analyse the review reports according to the guidelines.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately conclude personal reflections and thought from the performance of the consultation tasks.	High	Significant	Moderate	Not even reaching marginal levels
	Ability to creatively, effectively, efficiently and accurately present the report.	High	Significant	Moderate	Not even reaching marginal levels

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.)

Management Consulting, Business in Asia, Field-Trip

Detailed Syllabus:

This course will prepare participants to becoming a consultant by engaging them in a management consulting project for an Asia-based organization. The topics of the consulting projects may vary across cohorts, but they will be formulated to provide the client organization with advisory services related to information systems, e-business, or any other strategy or management issues.

The course will achieve this goal by taking participants through three phases of learning: project proposal development (two months), project execution (one week) and project wrap-up (one month).

In the phrase of proposal development, participants will state the managerial problem, define project objective, scope and approach, conduct the necessary background research and literature review, and develop a detailed on-site project execution plan.

In the phrase of project execution, participants will stay on site with the client for a whole week to execute their project plan. They will conclude the trip by delivering a formal presentation to the client.

In the phrase of project wrap-up, participants will focus on composing the project report and develop their own individual report.

Consulting project teams will consist of multiple team members with diverse study, work and cultural backgrounds.

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.)

1.	Nil
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2.2 Additional Readings

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

1.	Nil
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- Updated AT1 to AT4 and Assessment Rubrics AT2, AT4 in October 2018
- Updated SYL template in July 2017.