City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2019/2020

Part I   Course Overview

Course Title:	Global Business Consultancy Project
Course Code:	CB4604
Course Duration:	One Semester
Credit Units:	3
Level:	B4
Medium of Instruction:	As the course will be conducted off-campus at the host organization, the language of instruction and interaction will depend on the predominant language in use in the host organization setting and it will be English and other languages appropriate to the host organization setting.
Medium of Assessment:	English supplemented by other languages where appropriate
Prerequisites: *(Course Code and Title)*	Completion of BBA Year 3 curriculum with minimum 90 credits
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 course is designed to enhance student's learning by providing consultancy services to global businesses. Students are expected to practise the knowledge and skills acquired in the first three years of study, discover and innovate in a real business setting, provide excellent services and recommendations to real businesses, and learn from first-hand experience.

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.	Understand the role of consultant and establish the attitude to provide consultancy service to business	20%	✓		
2.	Demonstrate the ability to practise discovery skills in business settings and prepare a proposal to be accepted by client	20%		✓	✓
3.	Apply knowledge of global business strategies in identifying key issues in global business strategic management and suggest innovative solutions	30%		✓	✓
4.	Work in a team to present the findings and solutions in oral and written formats	30%		✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.
[#] *Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.*

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	4	
1.	Conducting business analysis and identifying issues	✓	✓	✓		
2.	Writing proposal		✓	✓		
3.	Collecting and analysing data, and developing recommendations	✓	✓	✓	✓	
4.	Presenting and reporting the findings and recommendations	✓	✓	✓	✓	

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%						
1. **Consultancy Proposal** Students in teams to conduct business analyses for the client and prepare a comprehensive consulting proposal	✓				20%	
2. **Consultancy Project Implementation – Data Collection and Analysis** Students in teams to implement their proposal by collecting data through qualitative and quantitative researches, and analysing data collected to obtain insights and lead to recommendations		✓	✓		40%	
3. **Consulting Project Reporting – Presentation and written report** Students in teams to report their findings and recommendations in both oral and written formats				✓	40%	
Examination: 0% (duration: , if applicable)						

* The weightings should add up to 100%.

100%

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Consultancy Proposal	- Quality and comprehensiveness of business analysis - Quality and feasibility of proposal	1. All-rounded business analyses leading to highly feasible consultancy plan contained in the proposal. 2. Clear and precise proposal covering several scenarios and alternatives.	1. Some business analyses leading to highly feasible consultancy plan. 2. Clear proposal covering all feasible components of works.	1. A few business analyses covered in the proposal. 2. Proposal covering only essential components of works.	1. Proposal only contains a few superficial analyses. 2. Proposal is simple and contains some infeasible works.	1. Proposal is written without business analyses. 2. Proposal is difficult to understand and some essential works are missed.
2. Consultancy Project Implementation – Data Collection and Analysis	- Quality of data collection tools and works - Quality of data analyses	1. Well-designed data collection tools and excellent implementation of data collection. 2. Comprehensive and accurate data analyses leading to conclusive insights.	1. Well-defined data collection tools and implementation of data collection according to the proposal. 2. Adequate data analyses leading to reliable findings.	1. Standardized data collection tools and implementation of data collection. 2. A few data analyses leading to some conclusive findings.	1. Acceptable quality data collection tools and implementation of data collection. 2. A few data analyses leading to some findings.	1. Poorly-designed data collection tools and poor implementation of data collection. 2. Lack of data analyses that can lead to findings.
3. Consultancy Project Reporting – Presentation and Written Report	- Quality of presentation - Quality of written report	1. Smooth delivery of well-designed slides, insightful charts, and innovative demonstrations. 2. Well-written report with comprehensive coverage and detailed innovative recommendations based on findings.	1. Smooth delivery of presentation containing many insightful charts and with limited demonstrations. 2. Error-free report with adequate coverage and useful recommendations based on findings.	1. Presentation containing a few useful charts. 2. Report covering mainly the essential parts and contains some recommendations.	1. Presentation with some slides/ data mistaken. 2. Report with mistakes, or containing few recommendations.	1. Presentation poorly designed and delivered with mistakes. 2. Not comprehensible report, or do not provide useful recommendations.

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.)

     Global business, consultancy, business analysis, market research, interview, data analysis, qualitative research, quantitative research, proposal, business model, presentation.

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.	Robinson (2014) "How To Become a Successful Business Consultant" Talent Writers.

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

1.	Cheng (2012) "Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting" Innovative Press.
2.	Silberman (2000) "The Consultant's Toolkit: High-Impact Questionnaires, Activities and How-to Guides for Diagnosing and Solving Client Problems" McGrawHill.
3.	Winston (2014) "Microsoft Excel 2013 Data Analysis and Business Modeling" Microsoft Press.
4.	Provost (2013) "Data Science for Business: What you need to know about data mining and data-analytic thinking" O'Reilly Media.
5.	Katcher (2010) "An Insider's Guide to Building a Successful Consulting Practice" AMACOM.
6.	Duarte (2008) "slide:ology: The Art and Science of Creating Great Presentations" O'Reilly Media.
7.	Osterwalder (2013) "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" Wiley.
8.	Sant (2012) "Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts" AMACOM.
9.	McKinsey (2014) "Strategic Storytelling: How to Create Persuasive Business Presentations" CreateSpace.