City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Summer Term 2021

Part I   **Course Overview**

Course Title: Business Consultancy Project

Course Code: CB4605

Course Duration: 2 Semesters

Credit Units: 6

Level: B4

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

Remarks   Prior approval from instructor

Part II   Course Details

1.   Abstract

The course is designed to enhance student's learning by providing consultancy services to 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%		✓	
	If weighting is assigned to CILOs, they should add up to 100%.	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.	Lecture/Seminar	✓	✓	✓	✓	0.5
2.	Conducting business analysis and identifying issues	✓	✓	✓		1
3.	Writing proposal		✓	✓		1
4.	Collecting and analysing data, and developing recommendations	✓	✓	✓	✓	1
5.	Presenting and reporting the findings and recommendations	✓	✓	✓	✓	0.5

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. **Participation** Students are expected to participate, share views and join discussion in lectures or small group discussions either face to face or via ZOOM for interactive learning	✓	✓	✓	✓	10%	
2. **Peer Evaluation (Group level)** Students in teams to present their draft proposal and recommendations to the whole class for comments and constructive critique. This would encourage peer learnings as well as the chance to fine-tune the proposal before presenting to corporate partners			✓	✓	10%	
3. **Corporate Client Feedback and Evaluation** Students will receive feedback from mentors of the corporate clients on the group/individual performance		✓	✓	✓	20%	
4. **Instructor Ongoing Assessment on:** a. Consultancy proposal to corporate partners b. Implementation of data collection and analysis Presentation of final proposal and recommendations	✓	✓	✓	✓	60%	
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. Participation	Contribution in class discussion	Contributes a lot of effort; routinely provides useful ideas in team meetings and class discussions	Tries hard to contribute; usually provides useful ideas in team meetings and class discussions	Does what is required; sometimes provides useful ideas in team meetings and class discussions	May refuse to participate; rarely provides useful ideas in team meetings and class discussions	May refuse to participate; not able to fulfil attendance requirement
2. Peer Evaluation	Quality of work as evaluated by other team members	Provides work of highest quality that impresses other team members	Provides work of high quality that meets expectations of other team members	Provides work that occasionally needs to be redone by other team members to ensure quality	Provides work that usually needs to be redone by other team members to ensure quality	Have difficulty to collaborate with other team members; provides work of low quality
3. Corporate Client Feedback and Evaluation	Performance as assessed by partner company	Excellent performance as assessed by the company	Good performance as assessed by the company	Fair performance as assessed by the company	Marginal performance as assessed by the company	Unsatisfactory performance as assessed by the company
4.1 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.

4.2 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.
4.3 Consultancy Project Reporting - Presentation of final proposal and recommendation	- 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.

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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.

CB 4605 Business Consultancy Projects - Supplementary Information

A. Duration: July - December 2021

B. Credits: 6

C. Professor: Lambert Chan lambchan@cityu.edu.hk

D. Corporate Partner: ZAKC Limited

ZAKC is a joint venture company formed by ZhongAn Technologies International Group Limited and Kwoon Chung Bus Holding Limited in 2020.

ZhongAn International was established in 2017 and its parent company is ZhongAn, China's first and largest licensed online insurance company. ZhongAn International is committed to exploring international business development, collaboration and investment opportunities in the areas of Fintech and Insuretech.

Kwoon Chung Bus Holding Ltd. was founded in 1948 and listed on the HKEx in 1996. It is now the largest non-franchised bus company in Hong Kong. With its commitment to providing reliable, safe, affordable and comfortable bus services, Kwoon Chung is serving passengers daily in different aspects including cross-border bus services, employee services and residential services etc.

This strategic partnership is formulated to build up a cross-border digital membership platform, aiming to offer fast & convenient service and enrich customer travel experience along the journey. It is the major marketing arm for Kwoon Chung Bus in the sector of cross-border bus business.

E. Project Title:

From a transportation provider to a "Digital Travel Aggregator" - Implementation

F. Project Background and Scope:

- To strategise and rapidly build up a ZAKC fan base, particularly in Mainland China, who love visiting Hong Kong, through the partnership with popular social media platforms in China (e.g. RED Xiaohungshu (小紅書)) or any other digital marketing initiatives.

- To review the current cross border bus ticketing and operation process and to recommend new business partnership strategies for the development of a new e-Commerce business model serving as value added service as well as revenue generator for ZAKC.

G. Project Team:

Two project teams with 5-6 students in each group will be formed to support the above two projects.

All current second year and above students are eligible to apply. Students with studies and/or experience in digital marketing, social media engagement, in particular targeting to customers in the Greater Bay Area, big data analysis, e-commerce, logistics management and business operations re-engineering will have added advantage. Please note that cross-border travel may be involved.