CB4605: BUSINESS CONSULTANCY PROJECT

Effective Term
Semester A 2024/25

Part I Course Overview

Course Title
Business Consultancy Project

Subject Code
CB - College of Business (CB)
Course Number
4605

Academic Unit
Marketing (MKT)

College/School
College of Business (CB)

Course Duration
Two Semesters

Credit Units
0-6

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Additional Information
Prior approval from the instructor.

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain the role of consultant and establish the attitude to provide consultancy service to business.	20	x		
2	Demonstrate the ability to practise discovery skills in business settings and prepare a proposal to be accepted by client.	20		x	x
3	Apply knowledge of global business strategies in identifying key issues in global business strategic management and suggest innovative solutions.	30		x	x
4	Work in a team to present the findings and solutions in oral and written formats	30		x	

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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture/Seminar	Students will engage in formal lectures and seminars to gain knowledge about the role of consultant and establish the attitude to provide consultancy service to business.	1, 2, 3, 4	
2	Class exercises	Students will conduct business analysis and identifying issues.	1, 2, 3	

3	Preparation of writing proposal	Students will discuss, clarify, and debate key arguments and concepts through civic interactions with others while listening to and developing and appreciating alternative views about writing proposal.	2, 3	
4	Preparation of data collection and analysis for the project	Students will discuss with their peers how to improve their knowledge and performance about collecting and analysing data and developing recommendations to deepen their knowledge and skills.	1, 2, 3, 4	
5	Preparation of report writing	Students will participate in groups to consolidate their learning as they produce reports and actively engage as audience members during peers' presentations to expand and deepen their knowledge.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation - Participate, share views and join discussion in lectures or small group discussions either face to face or via ZOOM for interactive learning.	1, 2, 3, 4	10	
2	Peer Evaluation (Group level) - Work in teams to present the draft proposal and recommendations to the whole class for comments and constructive critique.	3, 4	10	This would encourage peer learnings as well as the chance to fine-tune the proposal before presenting to corporate partners.

| 3 | Corporate Client Feedback and Evaluation - Receive feedback from mentors of the corporate clients on the group/ individual performance. | 2, 3, 4 | 20 | |
| 4 | Project - Prepare and submit the consultancy proposal to corporate partners, collect and analyze the data, and present the final proposal and recommendations. | 1, 2, 3, 4 | 60 | |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Participation

Criterion

Contribution in class discussion.

Excellent (A+, A, A-)

Contributes a lot of effort; routinely provides useful ideas in team meetings and class discussions.

Good (B+, B, B-)

Tries hard to contribute; usually provides useful ideas in team meetings and class discussions.

Fair (C+, C, C-)

Does what is required; sometimes provides useful ideas in team meetings and class discussions.

Marginal (D)

May refuse to participate; rarely provides useful ideas in team meetings and class discussions.

Failure (F)

May refuse to participate; not able to fulfil attendance requirement.

Assessment Task

Peer Evaluation

Criterion

Quality of work as evaluated by other team members.

Excellent (A+, A, A-)

Provides work of highest quality that impresses other team members.

Good (B+, B, B-)

Provides work of high quality that meets expectations of other team members.

Fair (C+, C, C-)

Provides work that occasionally needs to be redone by other team members to ensure quality.

Marginal (D)

Provides work that usually needs to be redone by other team members to ensure quality.

Failure (F)

Have difficulty to collaborate with other team members; provides work of low quality.

Assessment Task

Corporate Client Feedback and Evaluation

Criterion

Performance as assessed by partner company.

Excellent (A+, A, A-)

Excellent performance as assessed by the company.

Good (B+, B, B-)

Good performance as assessed by the company.

Fair (C+, C, C-)

Fair performance as assessed by the company.

Marginal (D)

Marginal performance as assessed by the company.

Failure (F)

Unsatisfactory performance as assessed by the company.

Assessment Task

1. Consultancy Proposal
2. Consultancy Project Implementation - Data Collection and Analysis
3. Consultancy Project Reporting - Presentation of final proposal and recommendation

Criterion

1.1. Quality and comprehensiveness of business analysis
1.2. Quality and feasibility of proposal
2.1. Quality of data collection tools and works
2.2. Quality of data analyses
3.1. Quality of presentation
3.2. Quality of written report

Excellent (A+, A, A-)

1.1. All-rounded business analyses leading to a highly feasible consultancy plan contained in the proposal.
1.2. Clear and precise proposal covering several scenarios and alternatives.
2.1. Well-designed data collection tools and excellent implementation of data collection.
2.2. Comprehensive and accurate data analyses leading to conclusive insights.
3.1. Smooth delivery of well-designed slides, insightful charts, and innovative demonstrations.

3.2. Well-written report with comprehensive coverage and detailed, innovative recommendations based on findings.

Good (B+, B, B-)

1.1. Some business analyses leading to highly feasible consultancy plans.
1.2. Clear proposal covering all feasible components of works.
2.1. Well-defined data collection tools and implementation of data collection according to the proposal.
2.2. Adequate data analyse leading to reliable findings.
3.1. Smooth delivery of presentation containing many insightful charts and with limited demonstrations.
3.2. Error-free report with adequate coverage and useful recommendations based on findings.

Fair (C+, C, C-)

1.1. A few business analyses are covered in the proposal.
1.2. Proposal covering only essential components of works.
2.1. Standardized data collection tools and implementation of data collection.
2.2. A few data analyses leading to some conclusive findings.
3.1. Presentation containing a few useful charts.
3.2. Report covering mainly the essential parts and contains some recommendations.

Marginal (D)

1.1. Proposal only contains a few superficial analyses.
1.2. Proposal is simple and contains some infeasible works.
2.1. Acceptable quality data collection tools and implementation of data collection.
2.2. A few data analyses leading to some findings.
3.1. Presentation with some slides/data mistakes.
3.2. Report with mistakes or containing few recommendations.

Failure (F)

1.1. Proposal is written without business analyses.
1.2. Proposal is difficult to understand, and some essential work is missed.
2.1. Poorly-designed data collection tools and poor implementation of data collection.
2.2. Lack of data analyses that can lead to findings.
3.1. Presentation poorly designed and delivered with mistakes.
3.2. No comprehensible report or does not provide useful recommendations.

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

	Title
1	Robinson (2014), "How to Become a Successful Business Consultant", Talent Writers.

Additional Readings

	Title
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.