

# MKT1641: EXCHANGE LEARNING AND REFLECTION

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Exchange Learning and Reflection

### Subject Code

MKT - Marketing

### Course Number

1641

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

0

### 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

## Part II Course Details

### Abstract

This course is designed to enhance and enrich students' educational experience by integrating the academic component of their degree programme with the exchange experience gained in the international contexts. The course provides an opportunity for students to critically reflect on the exchange experience and summarize their learning in the process.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Show initiative in identifying a suitable exchange opportunity.	x	x	
2	Describe and explain the nature of the exchange experience.	x	x	
3	Analyse the learning environment observed in the host institution and evaluate the learning experience.	x	x	x
4	Critically reflect on the overall exchange learning experience and students' own performance in courses taken in exchange, and ways to solve any problems or difficulties encountered during the exchange.	x	x	x
5	Develop and hone professional competencies, skills and attributes in exchange setting.		x	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.

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Exchange	Students are engaged in exchange experiences in international contexts for at least 4 weeks.	1, 2, 3, 4, 5

### Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Exchange Learning Reflection Report (500 words)	1, 2, 3, 4, 5	100

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Additional Information for ATs**

Exchange learning and reflection report (500 words)

This paper (about 500 words) requires the student to reflect upon their major learning and personal gain in the exchange. They may describe or evaluate a significant learning experience or achievement that has special meaning for them, describe how they have grown and developed over the period, or write about a person they met in the exchange who has had a special influence on them and describe that influence.

**Assessment Rubrics (AR)**

**Assessment Task**

Exchange Learning and Reflection Report

**Criterion**

The student should demonstrate skills of critical reflection and consolidation on own learning experience in the exchange.

**Pass (P)**

Not reaching a basic level

**Failure (F)**

Basic or above the basic level

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## Part III Other Information

**Keyword Syllabus**

Exchange, experiential learning, self-reflective learning. global exposure, overseas experience

**Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

Title	
1	Nil