

City University of Hong Kong

**Information on a Course
offered by College of Business
with effect from Semester A 2011/2012**

Part I

Course Title: Executive Consultancy Mission (Residential Trip)

Course Code: FB6813

Course Duration: 52 hours (8 to 10 days)

Credit Units: 4

Level: P6

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.

Prerequisites: Nil

Precursors: Completion of all EMBA foundation courses and FB6811

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

Course Aims

This course aims to integrate and consolidate a major part of the learning from the programme by applying it in a new and ambiguous situation outside Hong Kong.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Understand and apply both formal and informal channels to collect data and information in China's business environment.	
2.	Formulate strategic direction and implementation plan based on both quantitative and qualitative information	
3.	Apply and adapt business theories and practices to a new and unfamiliar setting	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	On-site and off-site data collection; workshop on quantitative analysis and seminars on current business issues	
CILO 2	Discussion sessions with R-Trip supervisors	
CILO 3	Presentation to host organisation and submission of reports	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1 - 3	<p>A final presentation (20%) will be delivered by each team to the host organization.</p> <p>At most 4 weeks after the residential period, each team will produce a group report (30%) of 8,000-10,000 words (excluding appendices) in English [plus a Chinese version for reference of the host organization] for the Course Examiner, and deliver it at an applied research seminar open to members of the College of Business or alternatively the report will be assessed by the Course Examiner and a member of the College appointed by the Programme Leader to be the second examiner.</p> <p>For the group report, a mark will be given on the basis of the finished report and against the following criteria, as appropriate:</p> <ul style="list-style-type: none"> • identification of problems, • critical analysis of the situations faced by the company, • systematic industry or country analysis, • appraisal of the context for the problem at an appropriate analytical depth, • elegance and appropriateness of problem solving or analysis, • quality of solution, implementation or policy option identification, • clarity and openness of presentation, • comments or feedback by the host organization. 	50%	
	<p>The level of participation (including attendance) and contribution made by each individual participant to the field study as well as preparation and reporting will also be assessed.</p>	25%	
	<p>Individually, each participant will also submit an English report (800-1,200 words) in which they discuss what they have learned about identifying and solving business problems through the case or any topic related to the field study.</p>	25%	

Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Part III

Keyword Syllabus

This course will take the form of a field study of normally 8 to 10 days outside Hong Kong, normally in the Chinese mainland. The participants' employers and possibly other organizations (e.g. the contacts of the lecturer concerned) will be approached regarding any problems they have relating to management operation and strategy. From the problem situations presented, a field study will be identified, and participants will work on it in small groups. Before the field study, participants will have to clarify exactly what the organization's requirements are, do appropriate research in Hong Kong and then plan thoroughly how the field study will be carried out during the visit outside Hong Kong.

Recommended Reading

Text(s)

Nil

Online Resources

Nil