

**City University of Hong Kong**

**Information on a Course  
offered by College of Business  
with effect from Semester B in 2012 / 2013**

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**Part I**

**Course Title:** MBA Enterprise Diagnostic Residential Trip

**Course Code:** FB6701

**Course Duration:** 39 Hours (10 days)

**Credit Units:** 3

**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:** NIL

**Equivalent Courses:** NIL

**Exclusive Courses:** NIL

## Part II

### 1. Course Aims

The MBA Enterprise Diagnostic Residential Trip is an action learning course that provides an excellent opportunity for students to think creatively and work in multi-disciplinary groups when time and resources are limited under a new and ambiguous environment outside Hong Kong. MBA students will be grouped into several teams with varied levels of required skills and experience. Each team will analyze a real business problem facing with the host company and develop an action plan for the consideration of the company. Under the guidance of the assigned supervisors, MBA participants are expected to apply appropriate theories and use appropriate research methodologies, such as interview and questionnaire survey with relevant parties (e.g., managers, frontline staff, vendors of the host organization, and even customers), analyze the problems, develop alternative solutions, and produce presentation and written report for the host organization. It provides participants the opportunity to explore and master their business knowledge from the hands on experiences.

### 2. Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	demonstrates a high level of competence by applying business knowledge in a new and unfamiliar setting;	
2.	deepen their managerial problem solving skills;	
3.	appreciates the importance of diversity, champions teamwork and cooperation throughout the adverse, unknown and stressful situation;	
4.	applies proven theories and methodologies to solve business problems;	
5.	delivers a practical and persuasive suggestions to the host company	

### 3. 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	A field study of approximately 10 days outside Hong Kong, normally in mainland China	
CILO 2	Problem identification and investigation	
CILO 3	Teamwork and direct supervisor's coaching	
CILO 4	Research and fieldworks	
CILO 5	Presentation and written report of recommendation and implementation plan	

#### 4. 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	Final Presentation by each team: - The language of presentation will depend on the predominant language in use in the host organization and may be English and/or Chinese (Putonghua and Cantonese).	25%	
CILO 2	A group report with at least 10,000 words 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.  As for the group report mentioned in (i)(a), a mark will be given on the basis of the finished report and against the following criteria, as appropriate: <ul style="list-style-type: none"> <li>• identification of problems,</li> <li>• critical analysis of the situations faced by the company,</li> <li>• systematic industry or country analysis,</li> <li>• appraisal of the context for the problem at an appropriate analytical depth,</li> <li>• elegance and appropriateness of problem solving or analysis,</li> <li>• quality of solution, implementation or policy option identification,</li> <li>• clarity and openness of presentation,</li> <li>• comments or feedback by the host organization.</li> </ul>	40%	
CILO 3	The level of participation and contribution made by each individual student to the field study as well as preparation and reporting will also be assessed.	20%	
CILO 4	Individually, each student will also submit an English report ( <u>1,500</u> 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.	15%	

CILO 5	<p>Since the group report will be collectively-authored, separate authorships can be indicated for particular sections of the report, but integration and synthesis is essential. A section in the group report may be devoted to a discussion of how the group was organized and managed during the residential trip. If appropriate, the Course Examiner and/or Programme Leader may arrange a viva voce examination, on an individual basis for all or some members of a learning group, to establish contribution to, and “ownership” of the reports. Similarly, a peer evaluation may be used.</p>		
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**5. 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 approximately 10 days outside Hong Kong, normally in the Chinese mainland. The students' 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. These might include for example the feasibility of setting up a joint venture in the PRC or deciding whether to diversify manufacturing or marketing operations to another country. From the problem situations presented, a field study will be identified, and students will work on it in small groups. Before the field study itself is undertaken, students will have to clarify exactly what the client's requirements are. They will first do any appropriate research that it is possible to do from Hong Kong and plan thoroughly how they will carry out the field study during the period outside Hong Kong. They will then undertake the visit, accompanied by their lecturer.

**Recommended Reading**

**Text(s)**

**Online Resources**