

# IS6930: MANAGEMENT CONSULTING IN ASIA

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Management Consulting in Asia

### Subject Code

IS - Information Systems

### Course Number

6930

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The aim of this course is to provide participants with a hands-on opportunity to build management consulting knowledge and experience in the Asia Pacific region. Upon completion of this course, participants should have:

- (a) Applied relevant domain knowledge acquired from the programme to address managerial challenge;
- (b) Developed knowledge for and experience in management consulting on information systems, e- business, or other business domains;
- (c) Broadened their perspective and knowledge about business practices in the Asia Pacific region;
- (d) Advanced the ability to work effectively in a multi-cultural team under demanding conditions;
- (e) Advanced effective communication skills

#### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Learn business practices in Asia	20		
2	Identify management consulting capabilities	40	x	x
3	Generate the ability to work effectively in a multi-cultural team under demanding conditions	20	x	x
4	Apply effective communication skills	20		

#### 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	LTA1: Project Proposal Development (Background study, six weeks)	Participants, organized in project teams, are required to develop a consulting project proposal. To do so, they need to understand the client's challenge, define project objective and scope, review the necessary literature on the subject matter, and develop a project execution plan.	1, 2, 3, 4

2	LTA2:Project Execution (Field-trip, one week)	Participants will execute their project plan by taking a week-long field trip to the client site. They are expected to stay on site for the entire travel period to conduct field work and attend daily project workshops. The trip will conclude in the form of a formal presentation delivered to the client executives.	1, 2, 3, 4	
3	LTA3:Project Wrap-up (Consulting report composition, five weeks)	Participants are expected to transform their consulting project proposal to a complete project report by integrating their diagnostics and findings from the field trip. The report, composed professionally, will be submitted to the supervisor and the client for evaluation.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Draft report Students should actively participate in the activities relating to the preparation of draft report, which may include brief meetings and group discussions. The draft report should reflect students' understandings on the key concepts, continuous efforts (made and yet to be made) on completing the preassigned consultation tasks, as well as teamwork performance. The draft report will be assessed from the following perspectives: - Problem statement, project objective and scope - Background research and literature review - Project plan (including survey instruments, interview protocol if applicable) - Hypothesized analyses and solutions	1, 2, 3, 4	20
2	AT2: On-site presentation  Each group is required to complete an on-site presentation. Through teamwork, students should be able to accurately describe all key concepts, properly demonstrate their findings and propose their solution or suggestions to the preassigned consultation tasks, in a creative, effective and well-organized way. The presentation will be assessed based on the opinions from both professors and company management.	1, 2, 4	30

3	<p>AT3: Final report After the on-site presentation, each group is required to finish and finalize a written report based on the feedback and suggestions from the professors and the company management on the proposed solutions during the presentation. Similar as the draft report, the final report should have components including issue statement, analysis and finding, future plans, etc.</p>	1, 2, 3, 4	30	
4	<p>AT4: Individual Report Each student is also required to complete two individual reports. The first reflection report should be finished before the draft report, which should address the following questions/ issues:</p> <ul style="list-style-type: none"> <li>- The project objective</li> <li>- Client organizational / industrial background</li> <li>- Summary of the literature review report by EACH UQ team member</li> <li>- Comprehension and analysis of the review reports - Summary of individual appreciation/ evaluation in the form of a table</li> <li>- Recommendation of proceeding framework</li> </ul> <p>The second individual report, due after the final report, should be focusing on student's personal reflection and thoughts on the assigned project, teamwork experience, and the course itself.</p>	1, 2, 4	20	

**Continuous Assessment (%)**

**Assessment Rubrics (AR)**

**Assessment Task**

AT1: Draft report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, and accurately describe all key concepts.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT1: Draft report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, effectively, efficiently and accurately perform the consultation tasks.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT1: Draft report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, effectively, and efficiently work in a team.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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AT1: Draft report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, effectively, efficiently and accurately present the report

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

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(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

AT2: On- site presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, and accurately describe all key concepts.

**Excellent**

(A+, A, A-) High

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(B+, B, B-) Significant

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**Assessment Task**

AT2: On- site presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to deliver the presentation in a creative, effective. efficient, accurate and well-organized way.

**Excellent**

(A+, A, A-) High

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(B+, B, B-) Significant

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**Assessment Task**

AT3: Final report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to creatively, and accurately describe all key concepts.

**Excellent**

(A+, A, A-) High

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**Assessment Task**

AT4: Individual Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to logically, effectively and accurately analyse the review reports according to the guidelines.

**Excellent**

(A+, A, A-) High

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Ability to creatively, effectively, efficiently and accurately conclude personal reflections and thought from the performance of the consultation tasks.

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AT1: Draft report (for students admitted from Semester A 2022/23 to Summer Term 2024)

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**Assessment Task**

AT2: On- site presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

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## Part III Other Information

**Keyword Syllabus**

Management Consulting, Business in Asia, Field-Trip

Detailed Syllabus:

This course will prepare participants to becoming a consultant by engaging them in a management consulting project for an Asia-based organization. The topics of the consulting projects may vary across cohorts, but they will be formulated to provide the client organization with advisory services related to information systems, e-business, or any other strategy or management issues.

The course will achieve this goal by taking participants through three phases of learning: project proposal development (two months), project execution (one week) and project wrap-up (one month).

In the phrase of proposal development, participants will state the managerial problem, define project objective, scope and approach, conduct the necessary background research and literature review, and develop a detailed on-site project execution plan.

In the phrase of project execution, participants will stay on site with the client for a whole week to execute their project plan. They will conclude the trip by delivering a formal presentation to the client.

In the phrase of project wrap-up, participants will focus on composing the project report and develop their own individual report.

Consulting project teams will consist of multiple team members with diverse study, work and cultural backgrounds.

**Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

	Title
1	Nil