

FB6701A: MBA ENTERPRISE DIAGNOSTIC RESIDENTIAL TRIP I

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

MBA Enterprise Diagnostic Residential Trip I

Subject Code

FB - College of Business (FB)

Course Number

6701A

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

One Semester/Term (approx. 10 days)

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Other Languages

Other Languages for 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.

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply their managerial problem-solving skills and demonstrates a high level of competence by justifying business knowledge in a new and unfamiliar setting;		x	x	x
2	Design the importance of diversity, champions teamwork and cooperation throughout the adverse, unknown and stressful situation;		x	x	
3	Apply proven theories and methodologies to solve business problems;			x	x
4	Identify a practical and persuasive suggestions to the host company.		x	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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Personal Development	Students will develop problem identification and investigation skills	1, 2, 3, 4	

2	Project Execution	Students will participate in the research and fieldworks	1, 2, 3, 4	
3	Peer-discussion	Students will discuss with their peers on the presentation and written report of recommendation and implementation plan	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Final Group Presentation	1, 2, 3, 4	10	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).	No
2	Group Written Report	1, 2, 3, 4	30	-	No
3	Individual Learning Report	3, 4	30	-	No
4	Attendance and Participation	1, 2, 3, 4	30	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Final Group Presentation (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation

Excellent

(A+, A, A-) - Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way. Able to respond questions in a fluent and precise way with relevant examples. Able to deal thoughtfully with supplementary questions

Good

(B+, B, B-) - Effectively communicate business plan and findings in the presentation. Able to respond questions in a precise way with relevant examples

Fair

(C+, C, C-) - Most of the ideas in the business plan are communicated accurately. Able to respond questions in a relevant way that demonstrates command of the facts

Marginal

(D) - Some of the ideas in the business plan are communicated accurately. Responds to questions in ways that are not always relevant or do not demonstrate command of the facts

Failure

(F) - None of the ideas in the business plan are communicated accurately. Not able to respond to questions in relevant ways

Assessment Task

Group Written Report (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate integrated learning in the report

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report

Good

(B+, B, B-) - Demonstrate good ability to moderately integrate learning in the report

Fair

(C+, C, C-) - Demonstrate fair ability to somewhat integrate learning in the report

Marginal

(D) - Demonstrate poor ability to integrate learning in the report

Failure

(F) - Not able to demonstrate learning from this course in the report

Assessment Task

Individual Learning Report (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course

Good

(B+, B, B-) - Demonstrate good effort in learning from this course

Fair

(C+, C, C-) - Demonstrate fair effort in learning from this course

Marginal

(D) - Demonstrate poor effort in learning from this course

Failure

(F) - Does not demonstrate effort made in learning from this course

Assessment Task

Participation (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Active participation

Excellent

(A+, A, A-)

- Listening attentively in all sharing sessions
- Actively participate in all discussions and exercises

Good

(B+, B, B-)

- Listening attentively in most sharing sessions
- Actively participate in most discussions and exercises

Fair

(C+, C, C-)

- Listening attentively in some sharing sessions
- Actively participate in some discussions and exercises

Marginal

(D)

- Listening attentively in few sharing sessions
- Actively participate in few discussions and exercises

Failure

(F)

- Does not participate
-

Assessment Task

Final Group Presentation (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation

Excellent

(A+, A, A-) - Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way. Able to respond questions in a fluent and precise way with relevant examples. Able to deal thoughtfully with supplementary questions

Good

(B+, B) - Effectively communicate business plan and findings in the presentation. Able to respond questions in a precise way with relevant examples

Marginal

(B-, C+, C) - Most of the ideas in the business plan are communicated accurately. Able to respond questions in a relevant way that demonstrates command of the facts

Failure

(F) - Some of the ideas in the business plan are communicated accurately. Responds to questions in ways that are not always relevant or do not demonstrate command of the facts

Assessment Task

Group Written Report (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate integrated learning in the report

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report

Good

(B+, B) - Demonstrate good ability to moderately integrate learning in the report

Marginal

(B-, C+, C) - Demonstrate fair ability to somewhat integrate learning in the report

Failure

(F) - Demonstrate poor ability to integrate learning in the report

Assessment Task

Individual Learning Report (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course

Good

(B+, B) - Demonstrate good effort in learning from this course

Marginal

(B-, C+, C) - Demonstrate fair effort in learning from this course

Failure

(F) - Demonstrate poor effort in learning from this course

Assessment Task

Participation (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Active participation

Excellent

- (A+, A, A-)
- Listening attentively in all sharing sessions
 - Actively participate in all discussions and exercises

Good

- (B+, B)
- Listening attentively in most sharing sessions

- Actively participate in most discussions and exercises

Marginal

(B-, C+, C)

- Listening attentively in some sharing sessions
- Actively participate in some discussions and exercises

Failure

(F)

- Listening attentively in few sharing sessions
- Actively participate in few discussions and exercises

Part III Other Information

Keyword Syllabus

This course will take the form of a field study of approximately 10 days outside Hong Kong. Potential companies 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 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 R-trip supervisors.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil