

# CB3830: BUSINESS CONSULTANCY INTERNSHIP IN GREATER BAY AREA

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## Effective Term

Summer Term 2025

## Part I Course Overview

### Course Title

Business Consultancy Internship in Greater Bay Area

### Subject Code

CB - College of Business (CB)

### Course Number

3830

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

Minimum 6 Weeks

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Chinese (Cantonese or Putonghua)

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

### Additional Information

The course is structured in a project-based format focusing on the challenges faced by enterprises in GBA. Students will be working in groups develop strategies for these enterprises. Students spending their summer in conducting Business Consultancy Internship in GBA can earn 3 credits while fulfilling the university's internship requirement for graduation.

## Part II Course Details

### Abstract

The course is designed to offer students a distinctive opportunity to:

- Engage in business consultancy-based activities in Mainland China;
- Participate in specific business projects for comprehensive learning within companies, enhancing their personal development needs;
- Gain valuable hands-on experience and practical insights by working on strategies tailored to meet the specific needs of companies within the Greater Bay Area (GBA).
- Expand their horizons and integrate classroom knowledge into real-world applications;
- Develop soft skills, appreciate work ethics, integrity, professionalism, teamwork, and group/organizational behavior in a genuine work environment.

The course will be conducted in a format of an internship at selected GBA companies where students will be placed. Students will stay at GBA cities and work in small groups under the joint supervision of a host mentor and a CityUHK academic supervisor. Accommodations, meals, local transportation expenses and insurance coverage during the internship will be provided to the participants.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify, demonstrate and practise the soft skills that are required at workplace		x	x	
2	Describe the setting of the industry and the operations of the host company			x	
3	Identify and practise the roles of professionals in the industry		x	x	
4	Apply and integrate the knowledge acquired in classroom at workplace and offer innovative preliminary business solutions			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	Pre-Internship Training Workshop	Students will participate in relevant pre-internship training activities before the internship to develop a solid foundation and a business consulting project mindset related to the selected topic.	1, 2, 4	
2	Attachment or Internship activities	Students will engage and spend a reasonable amount of time at selected GBA companies along with the internship activities and integrate the knowledge they acquired in the classroom and apply it in a real work setting.	1, 2, 3, 4	
3	Presentation	Students will engage at the roadshow within each company to present their proposal.	2, 4	

#### Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Participation [Performance and Attendance on pre-attachment or internship workshops, training activities, monthly review sessions, and post-attachment or internship activities, etc.]	1, 2, 3, 4	60	
2	Company Evaluation [Feedback and Evaluation made by the hosting company on the student's performance]	1, 2, 3, 4	20	
3	Final Presentation and/or Report	1, 2, 3, 4	20	

#### Continuous Assessment (%)

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

Participation

[Performance and Attendance on pre-attachment or internship workshops, training activities, monthly review sessions, and post-attachment or internship activities, etc.]

**Criterion**

Demonstration of ability to deliver one's assigned duties in an efficient and effective manner, at the same time demonstrating excellent (a) work attitude, (b) problem solving abilities, (c) critical and analytical skills, and (d) communication and interpersonal skills.

**Pass (P)**

Criterion fulfilled.

Demonstration of basic level of competence or higher.

**Failure (F)**

Criterion not fulfilled. Not meeting marginal standard.

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**Assessment Task**

Company Evaluation

[Feedback and Evaluation made by the supervisor on the student's performance]

**Criterion**

Demonstration of ability to (a) complete the tasks assigned by the supervisors meeting their standards and requirements, (b) perform effective self-learning enabling the student to deliver the assigned tasks, (c) communicate effectively and regularly with supervisors, (d) demonstrate initiative and fine attitude at all times.

**Pass (P)**

Criterion fulfilled.

Demonstration of basic level of competence or higher.

**Failure (F)**

Criterion not fulfilled. Not meeting marginal standard.

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**Assessment Task**

Final Presentation and/or Report

**Criterion**

Demonstration of ability to (a) well-organize the content materials and communicate with the audience confidently through the presentation in a well-organized manner, (b) discuss and evaluate it critically and analytically, (c) draw meaningful and valid conclusions, (d) integrate and apply knowledge and skills to real-world situation of a specific business organization, (e) reflect on personal and professional development needs and set strategic goals for advancing along an intended career path.

**Pass (P)**

Criterion fulfilled.

Demonstration of basic level of competence or higher.

**Failure (F)**

Criterion not fulfilled. Not meeting marginal standard.

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## Part III Other Information

**Keyword Syllabus**

Nil

**Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

Title	
1	Nil