

MKT1641: EXCHANGE LEARNING AND REFLECTION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Exchange Learning and Reflection

Subject Code

MKT - Marketing

Course Number

1641

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

0

Level

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

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to enhance and enrich students' educational experience by integrating the academic component of their degree programme with the exchange experience gained in the international contexts. The course provides an opportunity for students to critically reflect on the exchange experience and summarize their learning in the process.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Illustrate the initiative of identifying a suitable exchange opportunity.		x	x	
2	Describe and explain the nature of the exchange experience.		x	x	
3	Analyse the learning environment observed in the host institution and evaluate the learning experience.		x	x	x
4	Explain the reflection on the overall exchange learning experience and students' own performance in courses taken in exchange, and ways to solve any problems or difficulties encountered during the exchange.		x	x	x
5	Develop professional competencies, skills and attributes in exchange setting.			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	Explaining the exposure and learning in the exchange experience	Students will prepare to write a reflective essay after they engage in exchange experiences in international contexts for at least 4 weeks.	1, 2, 3, 4, 5

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Exchange Learning Reflection Report (500 words) - Carry out reflective writing on what they have learnt in exchange for consolidating and deepening their knowledge.	1, 2, 3, 4, 5	100	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Exchange learning and reflection report (500 words) This paper (about 500 words) requires the student to reflect upon their major learning and personal gain in the exchange. They may describe or evaluate a significant learning experience or achievement that has special meaning for them, describe how they have grown and developed over the period, or write about a person they met in the exchange who has had a special influence on them and describe that influence.

Assessment Rubrics (AR)**Assessment Task**

Exchange Learning and Reflection Report

Criterion

The student should demonstrate skills of critical reflection and consolidation on own learning experience in the exchange.

Pass (P)

Not reaching a basic level

Failure (F)

Basic or above the basic level

Part III Other Information**Keyword Syllabus**

Exchange, experiential learning, self-reflective learning. global exposure, overseas experience

Reading List**Compulsory Readings**

	Title
1	Nil

Additional Readings

	Title
1	Nil