

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**SCHOOL OF BUSINESS
BUSI1805 International Fieldtrip
Semester 1, 2016-2017**

Course Syllabus

I. Information on Instructors:

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II. Course Description and Objectives

Course Description

This is a required course for BBA(IBGM) year-1 students, with aims to provide students an opportunity to gain overseas exposure and acquire the first-hand knowledge of international business and global management. Each year a country/countries with emerging international business opportunities will be selected as the field trip destination. Cultural activities and firm visits will be arranged during the trip to arouse students' awareness in cultural diversity and enhance their understanding of how cultures impact business practices in the country /countries. Based on the research theme of the year, students will conduct business research and presentations on the issues related to international business and global management during the semester.

Remarks: For BBA (IBGM) students only

Course Objectives

- to develop students' understanding of international/global business management issues involving culture, social, economic, political and environmental aspects in the destination country/countries;
- to allow students to carry out teamwork and develop practical skills to work under a cross-boundary and multi-cultural environment;
- to enable students to acquire research tools and skills for exploring and addressing specific international/global business management issues; and
- to allow students to experience first-hand international/global business environment and culture via onsite company visits and interaction with senior management of leading companies in the destination country/countries.

III. Course Learning Outcomes (CLOs)

Upon completing this course, students should be able to:

- CLO1.** Acquire first-hand understanding on international/global business and management issues;
- CLO2.** Understand various cross-cultural and country issues with key concerns to international/global business community
- CLO3.** Equip practical skills to conduct research, to analyze real-world international/global business management issues, and to generate recommendations;
- CLO4.** Demonstrate effective written and verbal communication and teamwork skills through group project presentation and report.

Alignment of Program and Course Learning Outcomes

Program Learning Outcomes (PLOs)	Course Learning Outcomes (CLOs)
1. Acquisition and internalization of knowledge of the programme discipline	CLO1, CLO2, CLO3
2. Application and integration of knowledge	CLO1, CLO2, CLO3, CLO4
3. Inculcating professionalism and leadership	CLO3, CLO4
4. Developing global outlook	CLO1, CLO2
5. Mastering communication skills	CLO4

IV. Teaching and Learning Activities (TLAs)

TLA1: Interactive Lectures and Outside Class Discussion

Various topics related to the macro/micro environment analysis, customer/market analysis, product/service scopes and international business strategies will be elaborated in details to equip students with basic understanding and practical skills. Students are required to undertake further research about these topics of interests to extend their knowledge in specific areas.

One key feature of the course is the diversity of the student body. Aside from the course work, students will learn from each other through all kinds of discussion both inside and outside the classroom

TLA2: Overseas Field Trip and Firm Visits

The core part of the course consists of overseas field trip and firm visits. Australia is selected as the destination for the International Field Trip 2016. The dynamic and well-established business environment in Australia will provide students with unique opportunities to explore first-hand understanding of international business and global management.

There will be on-site firm visits in Australia as well as ample opportunities for city exploration and cultural exposure to reinforce students' thorough understanding of business environment in Australia. Group activities such as sightseeing will also be arranged to broaden the participants' exposure.

TLA2: Group Project (Presentation and Report)

Students will form groups of five to six each to investigate a particular firm visited in Australia, make presentation after the field trip and submit a written report afterwards. This project will allow students to go through the steps of analyzing a firm using business perspectives by integrating the learned concepts/skills in an applied business situation.

Major goals

- to promote students' active learning
- to develop students' skills on critical thinking, analytical, and problem-solving
- to stimulate students' application of learnt concepts
- to enhance students' skills on communication, presentation, and teamwork

Project Background and Requirements

Each group will need to choose from one of the firms visited in Australia.

The expectations on your group project include:

- Identify macro and micro environmental factors;

- Analyze the target customers/markets well as product/service scopes
- Recommend business strategy to help the company to stay profitable, competitive, and sustainable.

Each group is required to (1) make a 20-minutes group presentation in class followed by a 5-minutes Q&A session and (2) submit a group written report. Individual groups can seek instructor's feedback on its presentation performance and areas for improvement after the completion of group presentation. On the whole, all students in the same group will get the same mark for the presentation and report. However, there could be variations for individual students according to their performance and contribution.

The group presentation session will be conducted during Week 10 after the field trip.

The report is expected to be an improved form of the presented materials and well thought, organized and written. The report will be due in the last week of the semester with a maximum of 30 pages (typed, A4-size paper, Times New Roman font size 12, 1" margins, 1.5 line spacing, excluding cover page, appendices and reference list). Please have one member of the group be responsible to send a soft copy of the report to the course Moodle.

TLA4: Individual Written Report

Students are required to select one of the firms or industries visited in Australia to complete the individual written report. Students will need to conduct macro- and micro-environment analysis of the firm or industry in details.

The report will be due in the last week of the semester with a maximum of 8 pages (typed, A4-size paper, Times New Roman font size 12, 1" margins, 1.5 line spacing, excluding cover page, appendices and reference list). Please submit a soft copy of the report to the course Moodle.

V. Course Arrangement and Schedule

The course will consist of about 4 hours of classes (pre-trip), around 8 days of field trip and site visits, and about 3 hours of group presentations (post-trip).

Date	Time/Venue	Topic
To be confirmed	To be confirmed	<u>Lecture (pre-trip)</u> Orientation and Course Overview Macro/Micro-Environmental Analysis Customer/Market Analysis Product/Service Scopes International Business Strategies
Reading Week	Field Trip to Australia (Firm Visits and Cultural Activities)	
Week 10	To be confirmed	<u>Group Presentations</u>
Last week of the semester	-----	<u>Group Written Report due</u> <u>Individual Written Report due</u>

VI. Course Assessment

Assessment Tasks (ATs)

Each student will be assessed by a combination of the group works (60%) and individual works (40%):

AT1: Individual Participation in class, field trip and firm visits	20%
AT2: Group Presentation	25%
Group Written Report	35%
AT3: Individual Written Report	20%
Total	100%

Peer Evaluation for Group Work

In normal cases, each individual group member receives the same total score for his/her group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts, performance, and contributions to the group work.

Upon request raised by specific group, each student of that group is required to evaluate her-/himself and other group members independently and submit the *Self and Peer Evaluation Form*. In such case, the group's overall peer evaluation results will be used as one of the references for determining an individual student's total score of group work.

Late Assignment Penalty

All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

Alignment of Course Learning Outcomes, Teaching & Learning Activities, and Assessment Tasks

Course Learning Outcomes (CLOs)	Teaching and Learning Activities (TLAs)				Assessment Tasks (ATs)		
	TLA1	TLA2	TLA3	TLA4	AT1	AT2	AT3
CLO1	✓	✓	✓	✓	✓	✓	✓
CLO2	✓	✓	✓	✓	✓	✓	✓
CLO3	✓	✓	✓	✓	✓	✓	✓
CLO4	✓	✓	✓	✓	✓	✓	✓

Assessment Criteria and Marking Rubrics

AT1: Participation in class, in-trip and firm visits (20%)

Students are expected to actively participate and contribute to the class, in-trip activities and firm visit. Students will need to prepare quality questions and ask no more than 2 questions during firm visits.

If students missed a class, they are responsible for everything taught or announced on the day of their absence. No make-up arrangement can be made for any missing work and activity.

With the purpose of continuous learning and improvement, the assessment of participation is regarded in this course as an assessment for learning. Students are expected to (1) prepare for the

work by studying and integrating the learned knowledge in class, and (2) reflect on the self-learning strategy and effectiveness in the group process in the mid and/or end of the course.

Individual Participation with a possible total score of 100 will be assessed against the following assessment criteria and rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Criteria for <u>Individual Participation during class, in-trip activities and firm visits</u> (100%) <ul style="list-style-type: none"> ➤ Clarity and accuracy of the critical aspects ➤ Frequency and quality of contribution with particular reference to quality questions prepared for firm visits ➤ Reflection on the self and group process with improvement suggestions
A+, A, A-	<ul style="list-style-type: none"> ▪ All or almost all oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Consistently actively contribute to the discussions and activities by providing relevant and helpful examples and analyses, suggesting creative and insightful solutions, raising thoughtful questions, synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding others' perspective, and/or reflecting the group process and individual contributions to the group work with thoughtful improvement suggestions in the future.
B+, B, B-	<ul style="list-style-type: none"> ▪ Most oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Actively contribute to the discussions and activities by providing relevant examples and analyses, suggesting creative solutions, raising some thoughtful questions, occasionally synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding others' perspective, and/or reflecting the group process and individual contributions to the group work with good improvement suggestions in the future.
C+, C, C-	<ul style="list-style-type: none"> ▪ Some oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Contribute to the discussions and activities by providing some relevant examples and analyses, suggesting solutions but lacking of creativity, raising questions for clarification, sharing ideas only based on required readings, and/or describing the group process and individual contribution to the group work with limited improvement suggestions in the future.
D+, D	<ul style="list-style-type: none"> ▪ Few oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Contribute to the discussions and activities by providing limited relevant examples and analyses, suggesting incomplete solution, raising questions and sharing ideas not closely related to the topic being discussed, and/or including incomplete descriptions of the group process and individual contribution to the group work without improvement suggestions in the future.
F	<ul style="list-style-type: none"> ▪ Very few or no oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Do not contribute or have limited contribution to the discussions and activities by providing irrelevant examples, analyses, and solutions, raising questions and sharing ideas unrelated to the topic being discussed, and failed to reflect on the group process and individual contribution to the group work and to suggest improvement in the future or the reflection is unrelated to the objectives.

AT2: Group Presentation and Written Report (60%)

Group project will be used to assess students' ability to (1) obtain and integrate relevant information to understand and analyze business situations, (2) identify critical issues, problems, and opportunities in ill-defined/novel situations, and (3) apply relevant findings and appropriate approaches/tools to recommend implementation plans of business strategies specific to the contexts. The effectiveness of presentation and written communication will also be assessed.

The group project consists of oral presentation (25%) and written report (35%), each with a possible total score of 100, will be assessed against the following criteria with specific weightings indicated in the table below:

Assessment Criteria for Group Project	Group Oral Presentation (100%)	Group Written Report (100%)
1. Executive summary	---	10%
2. Market and business analysis	35% (a summary of key analyses)	40% (full version with details)
3. Recommendations on business strategies	35%	40%
4. Effectiveness of presentation/writing	30%	10%
Total Score:	100%	100%

Detailed explanations for the required contents and assessment criteria of the presentation and written report are provided below:

Explanations for Required Contents	Explanations for Assessment Criteria
<p><u>Executive summary</u></p> <ul style="list-style-type: none"> ▪ Provide a synopsis /abstract of the report 	<p><u>Executive summary</u></p> <ul style="list-style-type: none"> ▪ Thoroughness and Precision ▪ Clarity and fluency ▪ Consistency
<p><u>Situation analysis</u></p> <p>A. Macro and micro environmental analysis</p> <p>B. Competitor analysis</p> <p>C. Customer analysis</p> <p>D. SWOT analysis</p> <ul style="list-style-type: none"> ▪ Analyze the company's <u>current</u> situations with relevant and reliable primary and/or secondary research supports. ▪ Review and evaluate (A) customer needs and characteristics, (B) key competitors and company's strengths and weaknesses in relation to key competitors, and (C) market and industry characteristics and trends that will impact on the company, and opportunities and threats faced by the companies in the industry, and (D) summarize and prioritize the company's strengths, weaknesses, opportunities, and threats in its internal and external marketing environments. ▪ Overall, the findings/conclusions of this situation analysis are to provide the evidence to support the needs for your recommended business strategies. 	<p><u>Situation analysis</u></p> <ul style="list-style-type: none"> ➤ Identification of critical issues of the company's current situation ➤ Breadth, depth, clarity, and consistency of the analysis ➤ Supports of sufficient, relevant, and reliable facts/data ➤ Application of appropriate concepts/ techniques/examples ➤ Overall understanding and insightfulness of the overall findings generated by synthesizing across analyses
<p><u>Recommendations of business strategies</u></p> <p>A. Business Objectives</p> <ul style="list-style-type: none"> ▪ Define the business objectives of the strategic business plan with rationales <p>B. Business Strategies</p> <ul style="list-style-type: none"> ▪ Apply the company's business competitive edges and recommend coming business strategies for the targeted market segments. ▪ Make sure your recommendations are: <ul style="list-style-type: none"> ✓ Aligned to your proposed business objectives ✓ Consistent with the findings of the situation and SWOT analysis 	<p><u>Recommendations</u></p> <ul style="list-style-type: none"> ➤ Breadth , depth, clarity, and consistency of the proposed business strategies ➤ Relevancy, logical, responsiveness, feasibility, and innovativeness of recommendations ➤ Supports of sufficient, relevant, and reliable facts/data or findings ➤ Application of appropriate concepts/techniques/examples ➤ Evaluations of alternatives and/or trade-offs

<p>✓ Aligned to the client company's expectations - to help the company stay <i>profitable, competitive, and sustainable</i>.</p>	<p>➤ Alignment of overall recommendations of the strategic business plan to the objectives - profitability, competitiveness, and sustainability.</p>
<p><u>Group Oral Presentation</u></p> <ul style="list-style-type: none"> ▪ Each group will conduct a 20-mins group presentation followed by a 5-mins Q&A ▪ Each group is expected to submit a hardcopy of its presentation powerpoint slides before your presentation starts 	<p><u>Effectiveness of Presentation</u></p> <ul style="list-style-type: none"> ➤ Organization and coherence ➤ Clarity and fluency ➤ Effective use of presentation aids ➤ Appropriate length, pace, and tone ➤ Engagement of audience ➤ Creativity, confidence, and enthusiasm shown ➤ Handling of Q&A
<p><u>Group Written Report</u></p> <ul style="list-style-type: none"> ▪ Submit a written report with a page limit of 30 pages (excluding cover page, appendix, reference list) ▪ Maximum 30 pages (typed; A4-size paper, Times New Roman font size 12, 1" margins, 1.5 line spacing, excluding cover page, appendices and reference list) ▪ Consult at least 10 different reliable reference sources and follow professional formats for referencing and citations 	<p><u>Effectiveness of Writing</u></p> <ul style="list-style-type: none"> ➤ Ability to arouse and maintain interests ➤ Organization and coherence ➤ Introduction and conclusion ➤ Clarity and fluency ➤ Appropriate length and tone ➤ Accuracy ➤ Proper and consistent referencing and citation style

The group presentation and report, each with a possible total score of 100, will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for <u>Group Project Presentation (P) and Report (R)</u>
A+, A, A-	<p><u>Executive Summary</u> (R: 10%)</p> <ul style="list-style-type: none"> ▪ The executive summary is thorough, precise, articulated with clarity and fluency, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ All or almost all critical issues of the company's current situation are clearly and accurately identified. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful fact/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. ▪ The overall situation analysis demonstrates a profound understanding of the company's current situation and generates insightful overall findings by sophisticatedly synthesizing across analyses. <p><u>Recommendations</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are well thought-out and well-articulated with logical flow, consistent, responsive, feasible, and highly innovative. ▪ Almost all pros and cons of alternatives are thoroughly and critically evaluated. ▪ The overall recommendations of the business strategies are closely aligned to all of the objectives - profitability, competitiveness, and sustainability – and explicitly and clearly addressed. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is well organized with clear coherence, smooth progression of ideas, articulated and polished with clarity and fluency, effective use of presentation aids, and appropriate length, pace, and tone. ▪ The presentation group skillfully engages the audience and demonstrates consistently high level of creativity, confidence, enthusiasm, and capability of handling Q&A session.

	<p><u>Effectiveness of Writing</u> (R: 10%)</p> <ul style="list-style-type: none"> ▪ The report is skillful at arousing and maintaining interests, well organized with clear coherence and smooth progression of ideas, very effective introduction and conclusion, articulated with clarity and fluency, appropriate length and tone, free of most writing errors, and proper and consistent referencing and citations without errors.
B+, B, B-	<p><u>Executive Summary</u> (R: 10%)</p> <ul style="list-style-type: none"> ▪ The executive summary is generally thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Most critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data and application of appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a good understanding of the company’s current situation and a capability of generating overall findings with some insights by synthesizing across analyses. <p><u>Recommendations</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are generally clear, logical, consistent, responsive, feasible, and innovative. ▪ Most pros and cons of alternatives are sufficiently examined. ▪ The overall recommendations of the business strategies are aligned to most of the objectives - profitability, competitiveness, and sustainability – and clearly addressed. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is well organized with coherence, generally effective use of presentation aids, generally clear and fluent, and appropriate length, pace, and tone. ▪ The presentation group is generally able to engage audience and demonstrated creativity, confidence, enthusiasm, and capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 10%)</p> <ul style="list-style-type: none"> ▪ The report is generally able to arouse and maintain interests, well organized with coherence and progression of ideas, good introduction and conclusion, generally clear and fluent, appropriate length and tone, generally free of most writing errors, and consistent referencing and citations with only a few minor mistakes.
C+, C, C-	<p><u>Executive Summary</u> (R: 10%)</p> <ul style="list-style-type: none"> ▪ The executive summary is moderately thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Some critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a moderate understanding of the company’s current situation and progress in generating overall findings with developing skills in synthesizing across analyses. <p><u>Recommendations</u> (P: 35%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are logical, consistent, with insufficient depth of thoughts and elaborations, and showing attempts to look for responsive, feasible, and innovative solutions ▪ Some pros and cons of alternatives are examined with some elaboration. ▪ The overall recommendations of the business strategies are aligned to some of the objectives - profitability, competitiveness, and sustainability – and addressed. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is organized with some coherence, moderately clear and fluent, moderately effective use of presentation aids, and some inappropriate length, pace, or tone.

	<ul style="list-style-type: none"> ▪ The presentation group shows attempts to engage audience and moderate creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing (R: 10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows attempts to arouse and maintain interests and is organized with some coherence and progression of ideas, moderately clear introduction and conclusion, moderately clear and fluent, some inappropriate length or tone, a few noticeable writing errors, and some inconsistent referencing and citations with a few noticeable mistakes.
D+, D	<p><u>Executive Summary (R: 10%)</u></p> <ul style="list-style-type: none"> ▪ The executive summary is adequately thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis (P: 35%; R: 40%)</u></p> <ul style="list-style-type: none"> ▪ Few critical issues of the company's current situation are clearly and accurately identified. ▪ The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis demonstrates a limited understanding of the company's current situation and needs further work to generate overall findings by synthesizing across analyses. <p><u>Recommendations (P: 35%; R: 40%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for responsive, feasible, and innovative solutions ▪ Some pros and cons of alternatives are identified with limited elaborations. ▪ Limited alignment of overall recommendations of the business strategies to the objectives - profitability, competitiveness, and sustainability - is shown. <p><u>Effectiveness of Presentation (P: 30%)</u></p> <ul style="list-style-type: none"> ▪ The presentation group shows adequate effort to engage audience, creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing (R: 10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows adequate effort to arouse and maintain interests and is adequately organized with some lapses in coherence or progression of ideas, introduction and conclusion with some inconsistency, adequately clear and fluent, inappropriate length and/or tone, some noticeable writing errors, and/or inconsistent referencing and citations with some noticeable mistakes.
Fail < 50	<p><u>Executive Summary (R: 10%)</u></p> <ul style="list-style-type: none"> ▪ The executive summary is missing most important parts, imprecise, unclear, halting, and/or inconsistent with the analyses and recommendations followed. <p><u>Situation analysis (P: 35%; R: 40%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all issues of the company's current situation identified are uncritical and irrelevant. ▪ The analysis is missing or descriptive with no or little supports of relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis does not demonstrate an understanding of the company's current situation and any work to generate overall findings by synthesizing across analyses. <p><u>Recommendations (P: 35%; R: 40%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are not well thought-out, lack of logical flow, inconsistent, not responsive, impractical, not innovative, and/or even biased. ▪ Very few or no pros and cons of alternatives are identified. ▪ The alignment of overall recommendations of the business strategies to objectives - profitability, competitiveness, and sustainability - is not shown. <p><u>Effectiveness of Presentation (P: 30%)</u></p>

	<ul style="list-style-type: none"> ▪ The presentation group shows no or little effort to engage audience, creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing (R: 10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows no or little effort to arouse and maintain interests and is poorly organized with serious problems in coherence or progression of ideas, missing introduction and/or conclusion, unclear, halting, inappropriate length and tone, writing errors so serious that meaning is obscured, and/or many inconsistent referencing and citations with a number of noticeable mistakes.
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AT3: Individual Written Report (20%)

Individual written report will be used to assess students' ability to (1) obtain and integrate relevant information to understand and analyze business situations, and (2) identify critical issues, problems, and opportunities in ill-defined/novel situations. The effectiveness of written communication will also be assessed.

The individual written with a possible total score of 100 will be assessed against the following criteria with specific weightings indicated in the table below:

Assessment Criteria for Individual Written Report	Individual Written Report (100%)
1. Introduction of the selected company or industry	10%
2. Micro-environmental analysis	40%
3. Macro-environmental analysis	40%
4. Effectiveness of writing	10%
Total Score:	100%

The individual written report each with a possible total score of 100, will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for Individual Written Report (100%)
A+, A, A-	<p><u>Introduction of the selected company or industry (10%)</u></p> <ul style="list-style-type: none"> ▪ The introduction is thorough, precise, articulated with clarity and fluency, and consistent with the analyses followed. <p><u>Micro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful fact/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. ▪ The overall situation analysis demonstrates a profound understanding of the company's or industry's current situation and generates insightful overall findings by sophisticatedly synthesizing across analyses. <p><u>Macro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful fact/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. ▪ The overall situation analysis demonstrates a profound understanding of the company's

	<p>or industry's current situation and generates insightful overall findings by sophisticatedly synthesizing across analyses.</p> <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is skillful at arousing and maintaining interests, well organized with clear coherence and smooth progression of ideas, very effective introduction and conclusion, articulated with clarity and fluency, appropriate length and tone, free of most writing errors, and proper and consistent referencing and citations without errors.
B+, B, B-	<p><u>Introduction of the selected company or industry (10%)</u></p> <ul style="list-style-type: none"> ▪ The introduction is generally thorough, precise, clear, fluent, and consistent with the analyses followed. <p><u>Micro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Most critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data and application of appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a good understanding of the company's or industry's current situation and a capability of generating overall findings with some insights by synthesizing across analyses. <p><u>Macro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Most critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data and application of appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a good understanding of the company's or industry's current situation and a capability of generating overall findings with some insights by synthesizing across analyses. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is generally able to arouse and maintain interests, well organized with coherence and progression of ideas, good introduction and conclusion, generally clear and fluent, appropriate length and tone, generally free of most writing errors, and consistent referencing and citations with only a few minor mistakes.
C+, C, C-	<p><u>Introduction of the selected company or industry (10%)</u></p> <ul style="list-style-type: none"> ▪ The introduction is moderately thorough, precise, clear, fluent, and consistent with the analyses followed. <p><u>Micro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Some critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a moderate understanding of the company's or industry's current situation and progress in generating overall findings with developing skills in synthesizing across analyses. <p><u>Macro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Some critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a moderate understanding of the company's or industry's current situation and progress in generating overall findings with developing skills in synthesizing across analyses. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows attempts to arouse and maintain interests and is organized with some

	<p>coherence and progression of ideas, moderately clear introduction and conclusion, moderately clear and fluent, some inappropriate length or tone, a few noticeable writing errors, and some inconsistent referencing and citations with a few noticeable mistakes.</p>
D+, D	<p><u>Introduction of the selected company or industry (10%)</u></p> <ul style="list-style-type: none"> ▪ The introduction is adequately thorough, precise, clear, fluent, and consistent with the analyses followed. <p><u>Micro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Few critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis demonstrates a limited understanding of the company's or industry's current situation and needs further work to generate overall findings by synthesizing across analyses. <p><u>Macro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ Few critical issues of the company's or industry's current situation are clearly and accurately identified. ▪ The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis demonstrates a limited understanding of the company's or industry's current situation and needs further work to generate overall findings by synthesizing across analyses. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows adequate effort to arouse and maintain interests and is adequately organized with some lapses in coherence or progression of ideas, introduction and conclusion with some inconsistency, adequately clear and fluent, inappropriate length and/or tone, some noticeable writing errors, and/or inconsistent referencing and citations with some noticeable mistakes.
Fail < 50	<p><u>Introduction of the selected company or industry (10%)</u></p> <ul style="list-style-type: none"> ▪ The introduction is missing most important parts, imprecise, unclear, halting, and/or inconsistent with the analyses followed. <p><u>Micro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all issues of the company's or industry's current situation identified are uncritical and irrelevant. ▪ The analysis is missing or descriptive with no or little supports of relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis does not demonstrate an understanding of the company's or industry's current situation and any work to generate overall findings by synthesizing across analyses. <p><u>Macro-environmental analysis (40%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all issues of the company's or industry's current situation identified are uncritical and irrelevant. ▪ The analysis is missing or descriptive with no or little supports of relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis does not demonstrate an understanding of the company's or industry's current situation and any work to generate overall findings by synthesizing across analyses. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report shows no or little effort to arouse and maintain interests and is poorly organized with serious problems in coherence or progression of ideas, missing introduction and/or conclusion, unclear, halting, inappropriate length and tone, writing errors so serious that meaning is obscured, and/or many inconsistent referencing and

	citations with a number of noticeable mistakes.
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VII. Course Final Grade

Individual student's final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment tasks:

Course Final Grade = Accumulative score of all assessment tasks obtained (100%)

Course Final Grade = Participation (20%) + Group Presentation (25%) + Group Written Report (35%)+ Individual Written Report (20%)

The conversion of the accumulative score to the course final grade is summarized below:

Course Final Grade	Accumulative Score of All Assessment Tasks Obtained
A+, A, A-	100% – 80%
B+, B, B-	79% – 70%
C+, C, C-	69% – 60%
D+, D	59% – 50%
F	< 50%

VIII. Course Policies on Academic Dishonesty

The University Regulations on academic dishonesty will be strictly enforced.

Academic dishonesty includes, but is not necessarily limited to, the following types:

- Plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam

Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the following HKU links for details:

- “What is Plagiarism?”: <http://www0.hku.hk/plagiarism/>
- “Plagiarism and How to Avoid it”: <http://www4.caes.hku.hk/plagiarism/>
- “HKU Policies on Plagiarism”: http://lib.hku.hk/turnitin/turnitin_plagiarism.html

Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Useful HKU links are provided below for your reference:

- “HKU Undergraduate Student Handbook”: <http://www.asa.hku.hk/HBFT.pdf>
- “Examination Regulations and Important Notices”: <http://hku.hk/exam/>
- “Copyright in Teaching and Learning at HKU”: <http://lib.hku.hk/copyright/index.html>