

Subject Code	MM5913
Subject Title	Field Study for Business Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	At least 3 MSc BA/HRM/MM subjects (3 credits or above), including 1 compulsory subject (3 credits)
Objectives	This subject enables students to apply what they have learnt in the programme to the analysis of actual business issues in a global context. Students will be teamed up to work on a consultancy type project, through which communication and leadership skills may be developed.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ol style="list-style-type: none"> apply concepts learned on the programme to the analysis and review of businesses operating outside Hong Kong; understand how different business environments place differing demands on general managers; work effectively together to provide a consultancy report on the companies visited with recommendations for areas of improvement.
Subject Synopsis/ Indicative Syllabus	The Field Study takes place over a week. The specific objectives and precise content will vary, depending on topical issues, location and participants' interests. However, two key themes can be identified: <ul style="list-style-type: none"> <i>Integration</i> - to deepen participants' understanding of the linkages between knowledge gained from different classes in their respective programmes. <i>Awareness of the local, regional and global business environment</i> - to deepen participants' understanding of the impact of key trends in business management and marketing globally.
Teaching/Learning Methodology	Students will spend a week visiting locations that are different from Hong Kong. Each student will be allocated to a group, which will be responsible for the production of a consultancy or management review report.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.		
	Continuous Assessment*	100%					
	1. Group report	40%	✓	✓	✓		
	2. Individual pre-trip preparation and participation in activities	40%	✓	✓	✓		
	3. Individual reflection on learning	20%	✓	✓			
Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The extent to which students can apply the concepts learned in different subjects will be assessed by a group report and its presentation. This report will show their ability to diagnosis complex business problems and suggested integrative and innovative solutions in foreign setting. Such a team project is designed for students to experience the group behavior theories and concepts learned in the programme. In addition, students are required to participate actively in the pre-trip preparation and field trip activities. Performance will also be assessed based on students’ effectiveness in leadership, teamwork, problem solving capability, communication, and individual reflection.</p>							
Student Study Effort Expected	Class contact:						
	▪ Lectures		6 Hrs.				
	▪ Field study		33 Hrs.				
	Other student study effort:						
	▪ Self-study		84 Hrs.				
	Total student study effort		123 Hrs.				
Reading List and References	<p><u>Selected Reading Assignments from the Following Journals:</u> Academy of Management Review Academy of Management Journal Academy Science Quarterly Harvard Business Review Journal of Cross-cultural Psychology</p> <p>Chang, C.-C., & Chen, G. (1995). Arming Asian Intellectuals International Consultancy.</p>						

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<https://doi.org/10.1142/s0218495895000258>

Fields, W. C. (1995). Effective Small Business Consultants Are Focused. *Journal of Professional Services Marketing*, 12(2), 127–143.

https://doi.org/10.1300/j090v12n02_09

Krause-Jensen, J. (2017). Fieldwork in a Hall of Mirrors: An Anthropology of Anthropology in Business. *Journal of Business Anthropology*, 6(1), 102.

<https://doi.org/10.22439/jba.v6i1.5319>

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