

Subject Code	MM5913
Subject Title	Field Study for Business Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	1 compulsory subject of MSc BA/HRM/IML/MM
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: <ul style="list-style-type: none"> a. apply concepts learned on the programme to the analysis and review of businesses operating outside Hong Kong; b. understand how different business environments place differing demands on general managers; c. work effectively together to provide a consultancy report on the companies visited with recommendations for areas of improvement.
Subject Synopsis/ Indicative Syllabus	<p>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:</p> <ul style="list-style-type: none"> • <i>Integration</i> - to deepen participants' understanding of the linkages among 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 management, marketing, and business analytics globally.
Teaching/Learning Methodology	Students will spend weeks to do pre-trip preparation work. Then they will embark on a week-long journey to visit companies in contexts 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 %						

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

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.

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

Selected Reading Assignments from the Following Journals:

Academy of Management Review
Academy of Management Journal
Academy Science Quarterly
Harvard Business Review
Journal of Cross-cultural Psychology

Chang, C.-C., & Chen, G. (1995). *Arming Asian Intellectuals* International Consultancy.

	<p><i>Journal of Enterprising Culture</i>, 03(04), 483–496. https://doi.org/10.1142/s0218495895000258</p> <p>Fields, W. C. (1995). Effective Small Business Consultants Are Focused. <i>Journal of Professional Services Marketing</i>, 12(2), 127–143. https://doi.org/10.1300/j090v12n02_09</p> <p>Krause-Jensen, J. (2017). Fieldwork in a Hall of Mirrors: An Anthropology of Anthropology in Business. <i>Journal of Business Anthropology</i>, 6(1), 102. https://doi.org/10.22439/jba.v6i1.5319</p>
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