

<b>Subject Code</b>	AF5960/ LGT5960/ MM5960					
<b>Subject Title</b>	Creator Field Project					
<b>Credit Value</b>	3					
<b>Level</b>	5					
<b>Normal Duration</b>	2-semesters					
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<p><b>Pre-requisites:</b> Completion of the 6 core subjects on core business functions</p> <p><b>Exclusions:</b> Creator Field Project (AF5960/ LGT5960/ MM5960) (The three subject codes are exclusions of each other.)</p>					
<b>Objectives</b>	<p>The purpose of the Creator Field Project is to enable students to apply management knowledge, managerial problem-solving techniques, and a creator mindset to address opportunities and/or issues currently faced by a real organization (MBA Outcome 3). It also exposes students to management consulting practices and fosters their skills in communicating tactfully and effectively (MBA Outcome 4).</p>					
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>elaborate the fundamentals of management consulting;</li> <li>identify opportunities and issues, and provide recommendations for real companies by applying management knowledge, problem-solving techniques, and with creator mindset;</li> <li>complete the project in a logical, disciplined and timely manner; and</li> <li>develop effective communication skills through company meetings, presentations, and written reports.</li> </ol>					
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>There is no formal syllabus. Students are required to carry out, under the supervision of their supervisors, a series of activities that are set out in the Creator Field Project Manual.</p>					
<b>Teaching/Learning Methodology</b>	<p>Introductory seminars on management consulting will be given at the beginning to explain the nature and process of management consulting. Students are then required to carry out their field projects in consultation with their supervisors.</p>					
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
	<b>Continuous Assessment*</b>	<b>100%</b>				
	1. Individual Reflective Essay	10%	✓	✓		✓
	2. Group Project Presentation	25%			✓	✓
	3. Project Proposal and Interim Report	15%		✓	✓	✓
	4. Final Written Report	35%	✓	✓	✓	

	5. Workshop Participation / Presentation	15%	✓	✓		✓
	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 Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <p>Students will develop the creator mindset (Outcome 3) by applying the various techniques in management consulting throughout the Project Proposal and Interim Report by understanding the issues faced by the management and generating sound alternatives to address the issues concerned (items 3), and offering their recommendations through the Group Project Presentation and the Final Written Report (items 2 and 4). Students will also develop effective communications skills (Outcome 4) when preparing the Final Project Report (item 4), the Group Project Presentation (item 2) and participating in the management consulting workshop activities (item 5). Students can demonstrate an individual’s achievement on learning outcome (Outcomes 3 &amp; 4) through Individual Reflective Essays (item 1). Individual performance can influence or determine the individual grade.</p> <p>To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessments concerning technology-related knowledge.</p>						
<b>Student Study Effort Expected</b>	Class contact:					
	• Management consulting seminars		12 hours			
	• Discussion with project supervisors		8 hours			
	Other student study effort					
	Self-study		100 hrs			
	Total student study effort		120 hrs			
<b>Reading List and References</b>	<p><i>Management Consulting: Delivering an Effective Project</i>, latest edition, Louise Wickham and Jeremy Wilcock, Pearson</p> <p><i>Management Consulting Projects: A Step-by-Step Experiential Guide</i>, latest edition, Ronald Cook, Michael Harris, and Dennis Barber III, Routledge</p>					