

Subject Description Form

Subject Code	MM4395
Subject Title	International Colloquium in Contemporary Issues in Business Management
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Management and Organisation (MM2021) and Introduction to Marketing (MM2711)
Objectives	In a business environment that is beset by global challenges and increasingly characterized by volatility, uncertainty, complexity and ambiguity, an exposure to cutting-edge thinking and perspectives from different cultures and contexts is critical to the development of future leaders. This subject introduces to students the latest thinking and perspectives on contemporary issues in Management and Marketing. It is built upon two pillars – sharing sessions by experts from different cultures, and reflection by students on the learning and their roles in the global context.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Demonstrate a global outlook and understand cultural diversity, globalization in management issues b. Apply critical thinking in different business contexts c. Have sufficient people, business management and marketing skills and knowledge to make an immediate contribution to the workplace, and to facilitate the process of continuous professional development
Subject Synopsis/ Indicative Syllabus	On a regular basis, experts from different business and cultural contexts will share with students the latest challenges and insights on topics related to Management and Marketing. The specific topics will depend on the latest trends in business. Students will play an active part in sharing ideas with experts, as well as reflect on how the learning adds to their understanding of their roles in the fast-shifting global context. This subject may be offered in seminar style during regular Semesters, or as an intensive field study with on-site visits (5 days), plus pre-trip lecture and post-trip presentations during Summer.

Teaching/Learning Methodology	<p>The learning process will be anchored around the following:</p> <ul style="list-style-type: none"> • Seminar/sharing sessions by experts from different contexts • In-class discussion about the topic • Presentation, reflection and essay after the sharing 																																					
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="565 436 1354 1100"> <thead> <tr> <th data-bbox="565 436 824 625" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="824 436 1015 625" rowspan="2">% weighting</th> <th colspan="3" data-bbox="1015 436 1354 562">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="1015 562 1127 625">a</th> <th data-bbox="1127 562 1239 625">b</th> <th data-bbox="1239 562 1354 625">c</th> </tr> </thead> <tbody> <tr> <td data-bbox="565 625 824 751">1. Individual Essay</td> <td data-bbox="824 625 1015 751">40</td> <td data-bbox="1015 625 1127 751">✓</td> <td data-bbox="1127 625 1239 751">✓</td> <td data-bbox="1239 625 1354 751">✓</td> </tr> <tr> <td data-bbox="565 751 824 846">2. Group Presentation</td> <td data-bbox="824 751 1015 846">20</td> <td data-bbox="1015 751 1127 846">✓</td> <td data-bbox="1127 751 1239 846">✓</td> <td data-bbox="1239 751 1354 846">✓</td> </tr> <tr> <td data-bbox="565 846 824 940">3. Reflection on Sharing</td> <td data-bbox="824 846 1015 940">20</td> <td data-bbox="1015 846 1127 940">✓</td> <td data-bbox="1127 846 1239 940">✓</td> <td data-bbox="1239 846 1354 940">✓</td> </tr> <tr> <td data-bbox="565 940 824 1035">3. Individual participation</td> <td data-bbox="824 940 1015 1035">20</td> <td data-bbox="1015 940 1127 1035">✓</td> <td data-bbox="1127 940 1239 1035">✓</td> <td data-bbox="1239 940 1354 1035">✓</td> </tr> <tr> <td data-bbox="565 1035 824 1100">Total</td> <td data-bbox="824 1035 1015 1100">100 %</td> <td data-bbox="1015 1035 1127 1100"></td> <td data-bbox="1127 1035 1239 1100"></td> <td data-bbox="1239 1035 1354 1100"></td> </tr> </tbody> </table> <p data-bbox="565 1171 1284 1234">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="565 1266 1284 1455">The individual essay and reflection push students to go beyond passive reception of the sharing. Instead, students are asked to consider what they learn in class in the context of their careers and their worldview. The essay will also be an appropriate assessment how critically they consider what they learn from the sharing.</p> <p data-bbox="565 1486 1284 1581">The group presentation challenges students to go beyond receiving knowledge but to generate ideas and solutions. This is a test of higher level learning.</p> <p data-bbox="565 1612 1284 1707">Students are required to participate actively to share their views and questions. The quality of this participation will be a good indicator of the learning.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			a	b	c	1. Individual Essay	40	✓	✓	✓	2. Group Presentation	20	✓	✓	✓	3. Reflection on Sharing	20	✓	✓	✓	3. Individual participation	20	✓	✓	✓	Total	100 %			
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Student Study Effort Expected	Class contact:	
	▪ Seminars/Field Study and Discussion	39 Hrs.
	Other student study effort:	
	▪ Preparation for discussion and participation	40 Hrs.
	▪ Assignments	30 Hrs.
	Total student study effort	109 Hrs.
Reading List and References	Fook, J., & Gardner, F. (2007). <i>Practising Critical Reflection: A Resource Handbook</i> . Maidenhead: Open University Press.	
	<p>Gary, D. E. (2007). Facilitating management learning: Developing critical reflection through reflective tools. <i>Management Learning</i>, 11, 5, 495-517.</p> <p>Other topical references from the following journals are suggested:</p> <p><i>Academy of Management Perspectives</i></p> <p><i>Business Horizons</i></p> <p><i>Harvard Business Review</i></p> <p><i>Sloan Management Review</i></p> <p><i>The Atlantic</i></p>	

August 2022