

Subject Code	AF5960/ LGT5960/ MM5960					
Subject Title	Creator Field Project					
Credit Value	3					
Level	5					
Normal Duration	2-semesters					
Pre-requisite/ Co-requisite/ Exclusion	<p>Pre-requisites: Completion of the 6 core subjects on core business functions</p> <p>Exclusions: Creator Field Project (AF5960/ LGT5960/ MM5960) (The three subject codes are exclusions of each other.)</p>					
Objectives	<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>					
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> elaborate the fundamentals of management consulting; identify opportunities and issues, and provide recommendations for real companies by applying management knowledge, problem-solving techniques, and with creator mindset; complete the project in a logical, disciplined and timely manner; and develop effective communication skills through company meetings, presentations, and written reports. 					
Subject Synopsis/ Indicative Syllabus	<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>					
Teaching/Learning Methodology	<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>					
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	d
	Continuous Assessment*	100%				
	1. Individual Reflective Essay	15%	✓	✓		✓
	2. Group Project Presentation	30%			✓	✓
	3. Group Project Process & Discussion	15%		✓	✓	✓
	4. Final Written Report	40%	✓	✓	✓	

	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>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students will develop the creator mindset (Outcome 3) throughout the group project progression and discussion by understanding the issues faced by the management and generating sound alternatives to address the issues concerned (item 3), and offering their recommendations through the written report and the project presentation (items 2 and 4). Students will also develop effective communications skills (Outcome 4) when preparing the final project report (item 4) and the group project presentation (item 2). Students can demonstrate an individual's achievement on learning outcome (Outcome 3 & 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>		
Student Study Effort Expected	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
Reading List and References	<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>		