

<b>Subject Code</b>	MM5913
<b>Subject Title</b>	Field Study for Business Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	All Year 1 subjects ----- Current Issues in Corporate Strategy (MM5371) and Management Workshop II (MM5907) and Field Study for Global Business (MM5911)
<b>Role and Purposes</b>	This subject contributes to the MBA Outcomes by enabling them to apply what they have learnt on the programme to the analysis of real-life business issues in global context (Outcome 1 and Outcome 4). Students will be teamed up to work on a consultancy type of project, which will help to improve inter-personal skills in leadership, teamwork and communication (Outcome 2 and 3).
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: 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.
<b>Subject Synopsis/ Indicative Syllabus</b>	The Field Study takes place over four to six days, and centres around ' <i>Business Management in the Mainland or in Overseas</i> '. 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"> <li>• <i>Integration</i> - to deepen participants' understanding of the linkages between the various functional and general management subjects studies on the MBA course.</li> <li>• <i>Awareness of the local, regional and global business environment</i> - to deepen participants' understanding of the impact of key environmental trends on the management of organisations in the Asia-Pacific context and beyond.</li> </ul>
<b>Teaching/Learning Methodology</b>	Students will spend four to six days visiting locations which are significantly different from Hong Kong, either in Mainland China or overseas. Each student will be allocated to a group, which will be responsible for the production of a consultancy or management review report for one of the organizations visited.

<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.		
	<b>Continuous Assessment*</b>	<b>100%</b>					
	1.Group report	40%	✓	✓	✓		
	2. Individual presentation	30%	✓	✓	✓		
	3. Individual reflection on learning	30%	✓	✓			
<b>Total</b>	<b>100 %</b>						
<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>The extent to which students can apply the concepts learned in the various functional and general management subjects studied on the MBA programme will be assessed by a written group report (Outcome 1). This report will show their ability to diagnosis complex business problems and suggested integrative and innovative solutions in foreign setting (Outcome 4). In addition, students are required to work in teams. Such a team project is designed for students to experience the group behavior theories and concepts learned in the programme. They have to provide ratings to all their team members based on their effectiveness on leadership, teamwork, problem solving capability and communication (Outcome 2 and 3).</p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lectures		10 Hrs.				
	▪ Field study		32 Hrs.				
	Other student study effort:						
	▪ Self-study		84 Hrs.				
Total student study effort		126 Hrs.					
<b>Reading List and References</b>	<p><u>Textbook:</u>  Kenneth F. Hyde , Chris Ryan, Arch G. Woodside, Arch G. Woodside (2012), <i>Field Guide to Case Study Research in Tourism, Hospitality and Leisure</i>, Emerald Group Publishing Limited, ISBN: 9781780527420, ISSN: 1871-3173</p> <p>Courage, C. &amp; Baxter, K. (2005). <i>Understanding your users: A practical guide to user requirements - Methods, tools, &amp; techniques</i>. San Francisco, CA: Morgan Kaufmann. (Chapter 13 : field studies.)</p>						

Journals:

Academy of Management Review  
Academy of Management Journal  
Academy Science Quarterly  
Harvard Business Review  
Journal of Cross-cultural Psychology  
The Asian Wall Street Journal

Web Resources

Rosenbaum, S. (2002). Usability in Practice: Field Studies. In Proceedings of CHI 2002 Conference, Usability in Practice session *Field Studies—Evolution and Revolution*.  
<http://www.teced.com/PDFs/Chi2002.pdf>

A good overview of the role of field studies in usability, with references to related literature.

Nielsen, J. (2002). Field Studies Done Right: Fast and Observational.

<http://www.useit.com/alertbox/20020120.html>

Describes the "how to" for field studies, focusing on observing people rather than interviewing them.