



BUSINESS CONSULTING PRACTICUM

Enhancing Experiential Learning for Business and Economics Students

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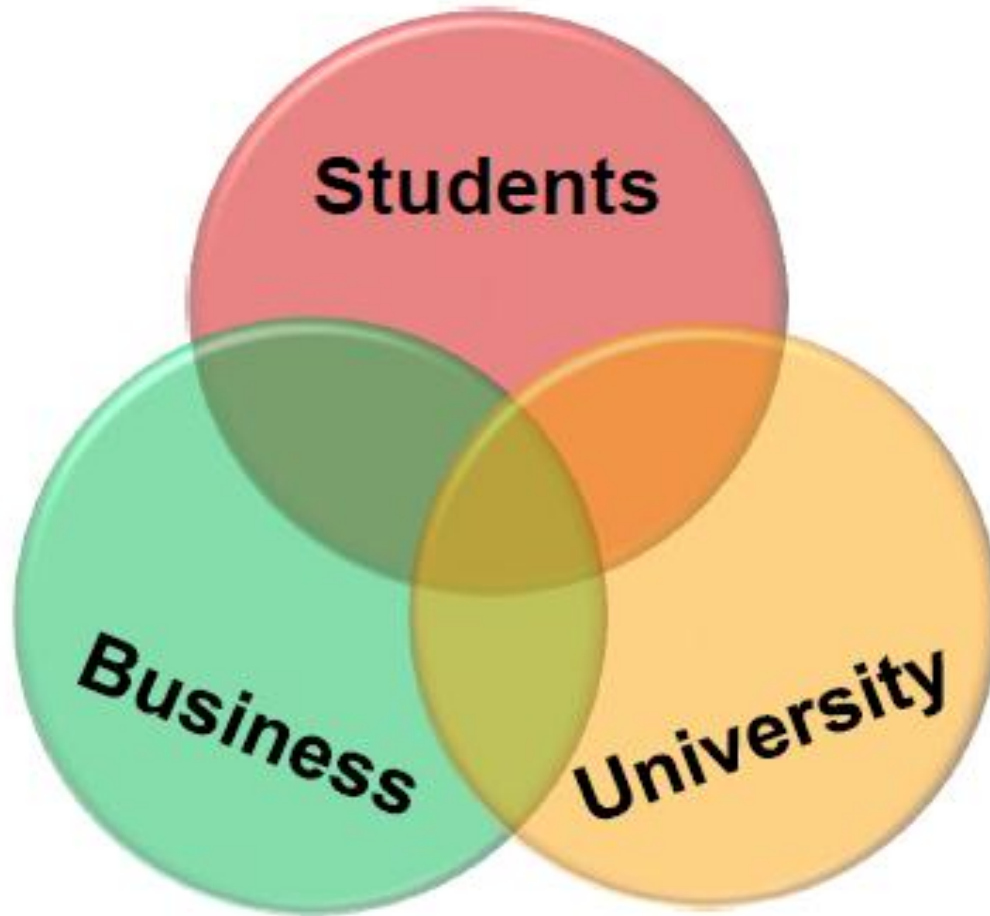
Agenda

- Introduction of BCP
- Assessment Methods of BCP
- Evaluation of BCP
- Q&A

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Introduction of BCP

Motivation

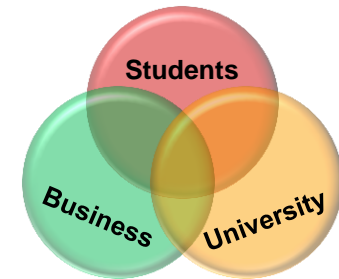


Motivation



– Students

- An opportunity to apply knowledge
- Gain practical experience in business consulting
- Develop analytical and communication skills



– Business Community (SMEs & Social Enterprises)

- High quality, customized consulting services at low costs
- Exposures to current knowledge, theory, & practice

– University

- Develop students' capabilities in tackling novel situation & ill-defined problems
- Diversify forms & sites of student learning

Approach



Business Consulting Practicum

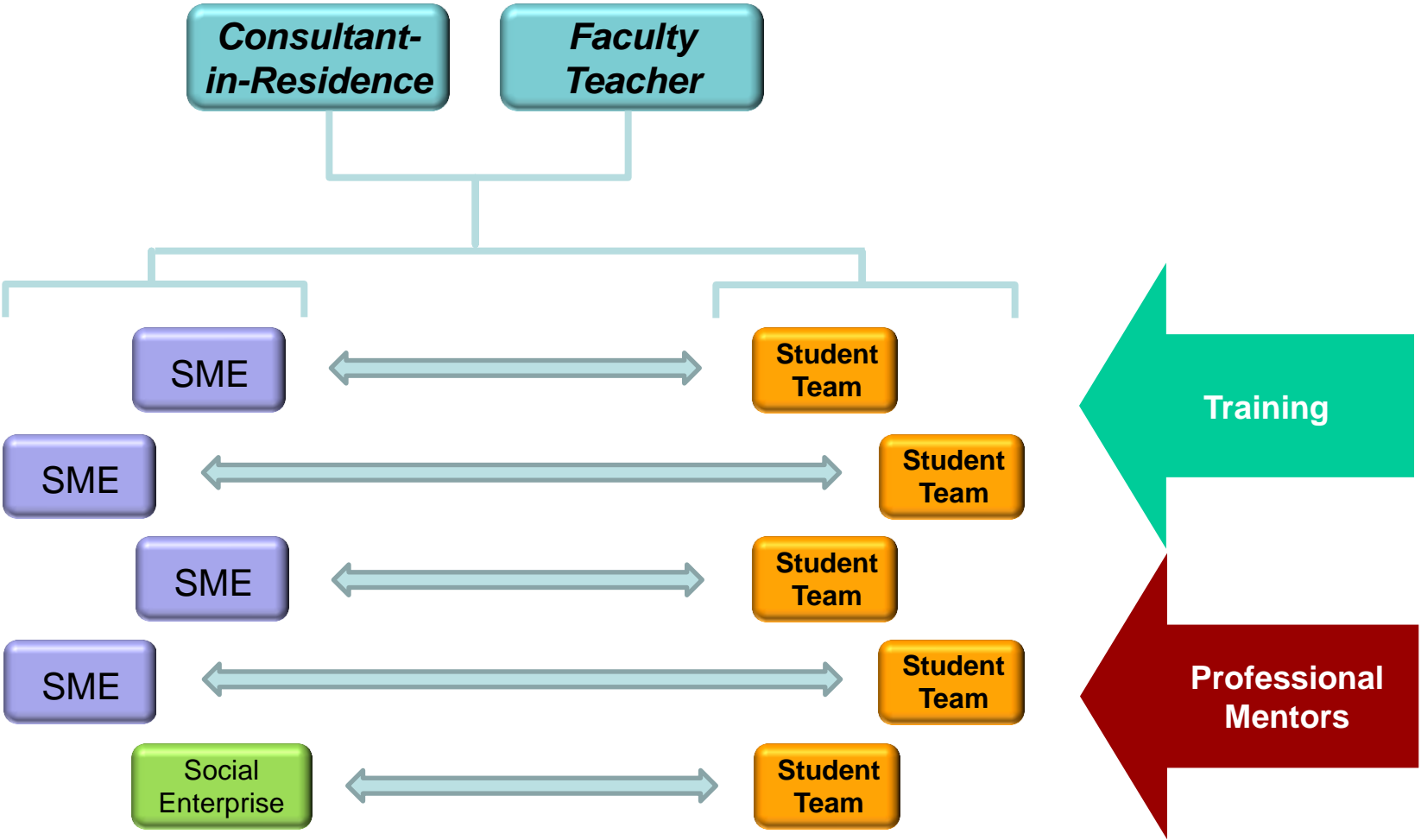
- **It is different from an individual internship.**
 - **Structure & design**
 - Well-defined scope & objectives
 - Preparatory training sessions
 - Regular feedback & post-course evaluations
 - **Students participate in teams**
 - **Supervised and guided by the Faculty Teacher, Consultant-in-Residence and Professional Mentors**

Practicum Objectives



- ***Provide high impact experiential learning to business & economics students***
 - Apply learned knowledge in the business world
 - Learn problem-solving & decision-making in real-life settings
 - Develop teamwork & communication skills
- ***Provide a valuable service to support the development & growth of the business community in Hong Kong***
 - Small & Medium Companies
 - Social Enterprises
- ***Achieve teaching & learning goals of FBE & HKU***
 - Transforming student learning
 - Offering diverse forms of learning experience & assessment
 - Engagement with local communities

Practicum Structure



Practicum Details



- ***Credit-Bearing Course***
 - **3-credit in 2012 summer**
 - pass / fail (assessment by Client, Consultant-in-Residence and Faculty Teacher)
- ***Students***
 - **all years and all majors**
 - more applications than places available
 - CVs, transcripts and interview performance for selection
- ***Student Teams***
 - **5 students per team**
 - matching student's interest and expertise with client project requirements
 - mix of years, majors, local/non-local, gender

Practicum Details

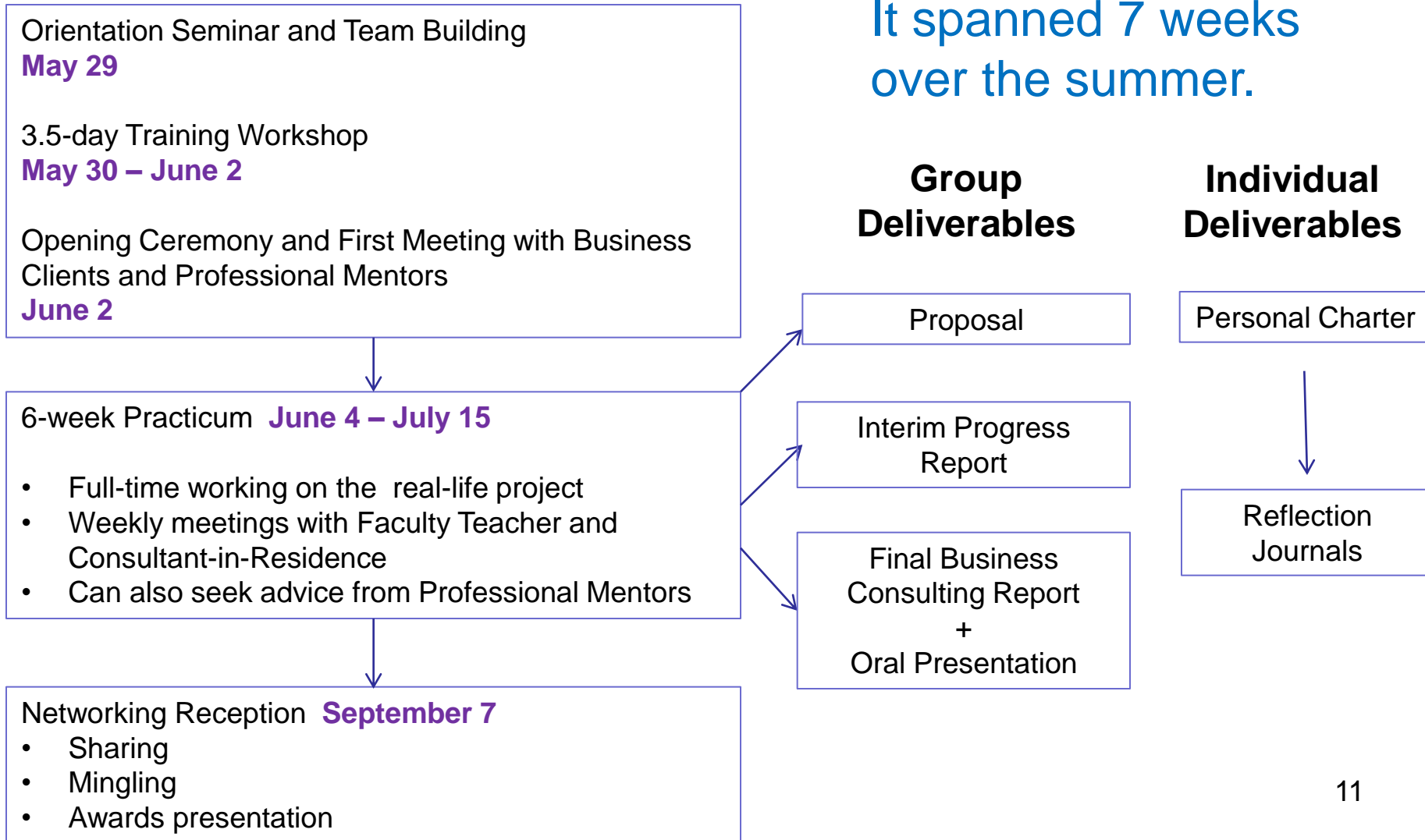


- ***Duration***
 - 7 weeks (including 1 week training and 6 weeks practicum) from early June to mid-July
- ***Deliverables***
 - group: consulting reports and presentations
 - individual: reflection journals
- ***Client Commitment***
 - no fee
 - coaching & assessment
 - briefing on business problems & operations
 - experience sharing
 - end-of-project assessment

Overview of the Practicum (2012)



It spanned 7 weeks over the summer.



Team Building



3.5-day Training Workshop

Service Leadership (1.5 days)

Conducted by Faculty of Social Science

- Service Learning and Leadership
- Social Competencies of Leaders
- Personal Competencies of Leaders

Business Consulting (2 days)

Conducted by our Faculty's Consultant-in-Residence

- Foundation of Consulting
- Consulting Projects and Processes
- Problem Diagnosis, Analysis and Solution Development
- Communication, Presentation, and Client Management
- Case Simulation and Project Drill

Training Workshop



A good mix of theoretical knowledge and case analyses will be introduced in the workshop. Guest speakers were also invited to share their expertise and experience.



Opening Ceremony



We are ready!

First Meeting with Business Clients and Professional Mentors



Weekly Progress Meetings



Throughout the project, student consultants will receive evaluations and feedback from the business clients as well as from the Consultant-in-Residence, Faculty Teacher and Professional Mentor for continuous improvement.

Oral Presentation



Networking Reception



Business Clients in 2012

Social Enterprises

- HKCSS - Hong Kong Federation of Women's Centres
- HKCSS - Hong Kong Rehabilitation Power

SMEs

- GMP Group
- Hong Yip Service Company Ltd.
- iMusic Tech Ltd.
- Kaiser Investments Ltd.
- Timfold Catering and Food Service Limited
- Vcast (Asia) Ltd.
- Vidus International Ltd.
- Wing Ning Enterprise Co. Ltd.

Business Consulting Projects (2012)



The real-life projects cover different areas of business. The following are some business projects that students completed last summer:

- A business plan for setting up a social enterprise to nurture women entrepreneurs in home-care service with environmental-friendly elements.
- A production efficiency study for a manufacturing company with factories in mainland China.
- A human resources policy consulting project for a property management company.

Professional Mentors (2012)



- 10 Professional Mentors were recruited to support each team of students.
- They were of different backgrounds and expertise:
 - Professionals
 - HKU Alumni



Assessment Methods of BCP

Year 2009 and 2010

- Non-credit bearing
- The Faculty's role was to provide support and guidance to students and the assessment was mainly done by clients.
- Assessment form for clients

Year 2011

- 3-credit (Pass or Fail)
- We had more assessors.

Weighting of each component:

Evaluation from the client	30%
Evaluation from the consultant-in-residence	30%
Evaluation from the faculty teacher	30%
Peer Evaluation from teammates	<u>10%</u>
Total	100%

- We mainly assessed students' participation in the practicum and the quality of their deliverables (consulting reports and final oral presentations).
- Course Outline (Year 2011)
 - brief description of each assessment task

Year 2012



- Still 3-credit (Pass or Fail)
- Prepared for 6-credit in 2013
- We had more assessment tasks and each assessment task was conducted from different perspectives.
- Course Outline (Year 2012)
 - We added rubrics for each assessment task.

Year 2013



- 6-credit (Pass or Fail)
- Same number of assessment tasks as previous year.
- We will have more involvement of professional mentors and we will invite them to do the assessment as well.
- We will provide rubrics to clients and professional mentors to do the assessment.



Evaluation of BCP

From Different Perspectives



- Students
- Clients
- Professional Mentors
- Consultant-in-Residence

On Different Areas

- Learning effectiveness (by Students)
- Contributions to the business community (by Clients and Professional Mentors)
- Operation effectiveness (by Consultant-in-Residence)

Q & A



Thank You