UNSW Course Outline

MGMT5610 International Business Consulting Practicum - 2024

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General Course Information

Course Code : MGMT5610
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Management and Governance
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

In this capstone course, students work in small groups on a consulting report for a small to medium-sized enterprise (SME) interested in international expansion. The projects provide students with an opportunity to integrate, apply, evaluate, and reflect on the knowledge and

experiences gained in their degree program. The international business context introduces the additional complexity of different cultures (including values, norms and business practices), and different institutional, political, and regulatory environments that the students will need to navigate as they as they work on their project for their client company. Emphasis is placed on analytical, critical, ethical, innovative, and strategic thinking as necessary thinking skills to deal with real business and societal challenges.

Student teams will be supported by academic staff, a team-mentor with extensive international business consulting experience, and industry experts, to help them deliver the best possible consulting report for their client. Working together with experts and professional consultants will give students the opportunity to develop a deeper understanding of careers in global business and international consulting.

Course Aims

This course is a capstone course. Its main aim is to integrate, apply, evaluate, and reflect on the knowledge, skills and experiences students have gained in their degree program. More specifically, the aims of the course are:

- To help students make the transition from academia to the real world of international business.
- To offer students a learning experience that allows them to apply the knowledge and skills they have acquired in their degree program working on a real business problem.
- To offer students the opportunity to gain consulting experience and work with experienced consulting professionals.
- To provide students with the opportunity to work in a multi-disciplinary team.
- To allow students to practice 'soft skills' such as communication, presentation, moral reasoning, teamwork, and leadership skills in a non-threatening environment.

Relationship to Other Courses

This course aims to help students to make the transition from academia to the world of international business. Students are challenged to integrate, apply, evaluate and reflect on what they have learned during their academic program, in particular in the core and mandatory units for the master's in international business degree (MGMT5601, 5602, 5603, and 5050). Specifically, this course seeks to engage students in three ways: (1) applying their acquired knowledge and experience in the context of a real cross-border business project; (2) reflecting on this international business knowledge as they apply it across different cultures and institutional environments; (3) reflecting on the impact of emerging trends in global business on social justice and the environment and the role international businesses therein as they evaluate the impact of

their strategic recommendations.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Synthesise, apply and reflect on disciplinary knowledge in the context of a real-life project.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO2 : Apply a range of qualitative and quantitative research skills to analyse a complex real-life business problem in an international context.	• PLO2 : Problem Solving
CLO3 : Critically apply proven business frameworks and analytical tools to generate strategic recommendations for the international expansion of a business.	• PLO2 : Problem Solving • PLO6 : Global and Cultural Competence
CLO4 : Demonstrate effective and persuasive communication skills in written and oral communication with people from diverse cultural backgrounds.	• PLO3 : Business Communication • PLO4 : Teamwork • PLO6 : Global and Cultural Competence
CLO5 : Contribute to group outcomes by working collaboratively on a complex project in a diverse team, and where appropriate, lead the group.	• PLO4 : Teamwork • PLO7 : Leadership Development
CLO6 : Identify ethical, social and environmental implications of business decisions and propose more ethical and sustainable alternatives.	• PLO5 : Responsible Business Practice

Course Learning Outcomes	Assessment Item
CLO1 : Synthesise, apply and reflect on disciplinary knowledge in the context of a real-life project.	• Reflective Learning Journal • Consulting Project
CLO2 : Apply a range of qualitative and quantitative research skills to analyse a complex real-life business problem in an international context.	• Reflective Learning Journal • Consulting Project
CLO3 : Critically apply proven business frameworks and analytical tools to generate strategic recommendations for the international expansion of a business.	• Self and Peer Feedback • Reflective Learning Journal • Consulting Project
CLO4 : Demonstrate effective and persuasive communication skills in written and oral communication with people from diverse cultural backgrounds.	• Professional Skills • Self and Peer Feedback • Consulting Project
CLO5 : Contribute to group outcomes by working collaboratively on a complex project in a diverse team, and where appropriate, lead the group.	• Professional Skills • Consulting Project
CLO6 : Identify ethical, social and environmental implications of business decisions and propose more ethical and sustainable alternatives.	• Professional Skills • Consulting Project

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Learning and Teaching in this course

The teaching approach adopted to support students' transition from academia to professional life, is known as "experiential learning". Rather than learn from lectures students will be guided through a pre-designed experience and learn through reflecting on what they are doing and experiencing. Throughout the experience students will need to apply what they have learned in their degree. They will be using the theoretical knowledge acquired to deal with a practical challenge: to offer strategic advice to a real business seeking international expansion.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Professional Skills Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: Week 10	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Reflective Learning Journal Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 21/10/2024 01:00 PM	• PLO2 : Problem Solving • PLO5 : Responsible Business Practice • PLO1 : Business Knowledge • PLO3 : Business Communication
Self and Peer Feedback Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: 15/11/2024 01:00 PM	• PLO3 : Business Communication • PLO4 : Teamwork
Consulting Project Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Part A: Due by 1 PM on Wednesday, 25 September in Week 3; Part B: Scheduled for Week 10 during class time	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Social Engagement • PLO6 : Global and Cultural Competence

Assessment Details
Professional Skills

Assessment Overview

In the final weeks of the term, the tutor who has been mentoring the team, will schedule a 10-minute individual meeting with each team member to discuss their project, simulating a discussion with a manager in a consulting firm. Students will be marked on their ability to discuss the project and decisions that were made by the team.

Course Learning Outcomes

- CLO4 : Demonstrate effective and persuasive communication skills in written and oral communication with people from diverse cultural backgrounds.

- CLO5 : Contribute to group outcomes by working collaboratively on a complex project in a diverse team, and where appropriate, lead the group.
- CLO6 : Identify ethical, social and environmental implications of business decisions and propose more ethical and sustainable alternatives.

Detailed Assessment Description

This assessment comprises two components: **a Meeting with the Tutor (15%: Part A)** and **Professional Presentation Skills (10%: Part B).**

Part A: A 10-minute meeting will be scheduled with the tutor in Week 10 at a time convenient for both the student and tutor.

Part B: Students' individual presentation skills will be evaluated based on the client presentation.

Submission notes

Not Applicable

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Reflective Learning Journal

Assessment Overview

Students will be required to keep a learning diary throughout the term. Twice during the term, they will be asked to submit a reflection on their learning journey.

Course Learning Outcomes

- CLO1 : Synthesise, apply and reflect on disciplinary knowledge in the context of a real-life project.
- CLO2 : Apply a range of qualitative and quantitative research skills to analyse a complex real-life business problem in an international context.
- CLO3 : Critically apply proven business frameworks and analytical tools to generate strategic recommendations for the international expansion of a business.

Detailed Assessment Description

An essential part of experiential learning is for students to reflect on what they have learned from putting theory into practice. Ideally, the consulting project will facilitate this process of reflection and learning. The reflections they submit must refer directly to the project, project teamwork, and the theories and frameworks discussed in class and/or with their team mentor/tutor. A generic reflection will not achieve a Pass mark.

Assessment Length

1500 words

Assessment information

Reflections need to be based on authentic, personal experiences. The use of AI is not permitted for this assignment.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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Self and Peer Feedback

Assessment Overview

At the completion of the project, students need to submit a paper in which they offer respectful and constructive feedback to their peers and a critical reflection on their own contribution to the team.

Course Learning Outcomes

- CLO3 : Critically apply proven business frameworks and analytical tools to generate strategic recommendations for the international expansion of a business.
- CLO4 : Demonstrate effective and persuasive communication skills in written and oral communication with people from diverse cultural backgrounds.

Detailed Assessment Description

An electronic self- and peer feedback for will be shared in week 9.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

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Consulting Project

Assessment Overview

In groups of 4 or 5, students will operate as a consulting team for a real company interested in expanding internationally. At the end of the term, they will present their findings to the client both in the form of a presentation and a report.

Course Learning Outcomes

- CLO1 : Synthesise, apply and reflect on disciplinary knowledge in the context of a real-life project.
- CLO2 : Apply a range of qualitative and quantitative research skills to analyse a complex real-life business problem in an international context.
- CLO3 : Critically apply proven business frameworks and analytical tools to generate strategic recommendations for the international expansion of a business.
- CLO4 : Demonstrate effective and persuasive communication skills in written and oral communication with people from diverse cultural backgrounds.
- CLO5 : Contribute to group outcomes by working collaboratively on a complex project in a diverse team, and where appropriate, lead the group.
- CLO6 : Identify ethical, social and environmental implications of business decisions and propose more ethical and sustainable alternatives.

Detailed Assessment Description

This assessment comprises two components: the **Project Scoping Document (10%: Part A)** and the **Client Presentation (20%: Part B).**

Part A: Due by 1:00 PM on Wednesday, 25 September in Week 3, this involves submitting a Project Scoping Document (maximum of 3 pages). Groups are required to create the document

in Word format and upload it to Moodle.

Part B: Scheduled for Week 10 during class time, this component consists of a Client Presentation. Each group will have 15 minutes to present, followed by a question-and-answer session. Groups must submit their PowerPoint slides in PDF format via Moodle in preparation for the in-class presentation.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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General Assessment Information

Grading Basis

Standard

Requirements to pass course

In order to pass this course students must:

- Achieve a composite mark of at least 50 out of 100
- Engage actively in course learning activities and attempt all assessment requirements
- Meet any additional requirements specified in the assessment details
- Meet the specified attendance requirements of the course

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	• Introduction to international business consulting • Team formation
	Group Activity	• Writing your team charter • Understanding the client company • Preparing for the client meeting
Week 2 : 16 September - 22 September	Seminar	• Meeting with the client
	Group Activity	• Writing the project scoping document
Week 3 : 23 September - 29 September	Seminar	• Research skills: using secondary data
	Group Activity	• Understanding of the market and industry • Desirability of the market
Week 4 : 30 September - 6 October	Seminar	• Understanding Team dynamics • Understanding the customer
	Group Activity	• Desirability of the market (continue) • Country, stakeholder & value-chain analysis • Understanding the client's customers
Week 5 : 7 October - 13 October	Seminar	• Research Skills: using primary data
	Group Activity	• Review and analyse data collected to date • Identify questions to be ansered through primary research and remaining questions to be answered through secondary research • Develop primary research plan: what, who, how to approach, when etc. • Plan primary data collection
Week 6 : 14 October - 20 October	Topic	Flexibility week
Week 7 : 21 October - 27 October	Seminar	• Financial aspects of cross-border activities • Legal aspects of cross-border activities
	Group Activity	• Reflect on primary data collection process: what did you learn? • Identify financial/legal knowledge gaps
Week 8 : 28 October - 3 November	Seminar	• How to be a socially responsible consultant? Ethical, social and sustainability issues to consider • Data analysis: what is the data telling us? • Data visualisation • Giving constructive feedback
	Group Activity	• Giving constructive feedback • Identify social and/or environmental issues your client may face • Start synthesizing the data you have collected and start working towards a S.W.O.T. analysis. • What are the data gaps that need to be filled? • Brainstorm: What are the strategic options?
Week 9 : 4 November - 10 November	Seminar	• From analysis and strategic options to recommendations • Building a strong narrative • How to become a great presenter
	Group Activity	• Plan your client presentation
Week 10 : 11 November - 17 November	Presentation	Client presentations (20%)
	Assessment	Professional Skills Assessment (25%): One-on-one meeting with the tutor for 10 minutes

Attendance Requirements

This course is designed as an active and participative learning experience. **Attending the weekly sessions in person is mandatory.** Students who - for serious and/or unforseen reasons - cannot attend one of the sessions, will have to notify their tutor to ask for special permission to be absent.

Course Resources

Prescribed Resources

There is no prescribed textbook for this course. Useful resources are shared will be shared on Moodle, but students are primarily expected to refer back to the textbooks used in their previous International Business courses.

Course Evaluation and Development

At the end of the term, students will be asked to give their feedback on Moodle ("My Experience"). At any time during the term, students are encouraged to give feedback to their team supervisor or course coordinator.

In response to "My Experience" feedback from previous years this course is now based on real cases that require students to engage direcly with professionals in international business.

Because some students found the 4-hour seminar a bit long, we now split this into two sections: a general workshop for the whole class from 4PM- 5:40PM followed by group activity from 6-8PM.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Seung Jung (SJ) Yang		Business School L5 room 541	0293480219	by appointment	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct

- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the Policies and Guidelines page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your

assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers

are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.