LABU 2052 Business Case Analyses II

1.Course Information LABU 2052 is a two-credit, one semester core course offered in Spring semesters to Year 2 Risk Management and Business Intelligence (RMBI) students in the School of Business and Management. Students attend two hours of class per week. The course builds on the foundation built in LABU 2051 and further develops students' skills in persuasive communication, critical thinking and problem solving, and independent learning, teamwork and leadership through case analyses. Students will read, analyze and discuss business cases, research and apply relevant business concepts and theories, generate and evaluate alternative solutions, and make and justify recommendations. Students will learn how to present their recommendations as business consultants to persuade a variety of external business audiences through financial consultations and oral presentations. They will also learn how to write persuasive emails as senior managers to respond to internal and external audiences, including hostile audience.

2.Pre-requisites: LABU 2051.

3.Exclusion(s): LABU 2050 (prior to 2017-18)

3. Aims of the course: Intended Learning Outcomes

1.Knowledge and Content Related	Students can: Acquire an understanding of decision-making a. Apply the principles of decision-making in business contexts across a few business disciplines.
2. Academic Skills and Competencies	Students can: Write an email effectively a. adapt the message to the purpose and context of the communication and to the audience's needs. b. structure an email accurately and appropriately. c. organize ideas logically, coherently and cohesively to meet the purpose, context and needs of audience. d. use the appropriate style (concise) and tone to suit the purpose, context and audience. e. use clear and accurate language.

	<u>Conduct a consultation effectively</u> f. Adapt the message to the purpose, context of the communication and to the audience's needs. g. Organize ideas logically to meet the purpose, context and the audience's needs. h. Display clear evidence of teamwork. i. Use voice, facial expression and eye contact, body posture, and gestures to build rapport with the audience, make the message effective, sustain the audience's attention and impact the audience. j. Use appropriate tone and style, and clear and accurate language. <u>Give an oral presentation effectively</u> k. Adapt the message to the purpose, context of the communication and to the audience's needs. l. Organize ideas logically to meet the purpose, context and the audience's needs. m. Use voice, space, facial expression and eye contact, body posture and movement, and gestures to build rapport with the audience, make the message effective, sustain the audience's attention and impact the audience. n. Use visual aids which enhance the message (relevant, understandable, proofread and have consistent style). o. Use clear, accurate and appropriate language. p. Handle questions confidently, convincingly and tactfully. <u>Read and think critically, and solve problems</u> q. Read business cases critically, discuss and comprehend the situation. r. Identify and define the problem. s. Research, select and analyze accurate and relevant information.

	t. Generate and evaluate alternative solutions. u. Make and justify recommendations.
3.Ethical Standards	Students can: a. Demonstrate awareness of ethical issues.
4. Leadership and teamwork, international outlook, Vision and Orientation to the Future	Students can: a. Display teamwork and leadership skills. b. Manage learning individually and in teams. c. Give and receive constructive feedback. d. Use technology to enhance learning. e. Demonstrate awareness of cultural sensitivity.

4. Course assessment

Assessment	Weighting	ILOs
1. Financial Consultation (Group)	25%	1. a 2. f, g, h, i, j, q, r, s, t, u 3. a 4. a, b, c, d
2. Online Peer Evaluation of Teamwork and Leadership for Financial Consultation (Individual)	5%	4. a, b
3. Peer feedback on Financial Consultation Practice (Group)	5%	4. c
4. Email Writing (Individual)	30%	1. a 2. a, b, c, d, e, q, r, s, t, u 4. d, e
5. Oral Presentation (Group work)	30%	1. a 2. k, l, m, n, o, p, q, r, s, t, u 4. a, b, d, e
6. Online Peer Evaluation of Teamwork and Leadership for Oral Presentation (Individual)	5%	4. a, b

5.Course Content

Part 1 Financial consultations

- Financial planners and financial planning for retirement
- Creating personal and financial profiles, and assumptions
- MPF schemes and products
- Generate and evaluate available options
- Financial consultation simulation, and peer and teacher feedback
- Organization and language of an effective financial consultation

Part 2 Email writing and group oral presentations

- Why write emails
- Writing effective emails which addresses the audience, purpose, and context
- Writing concisely with appropriate tone and style
- Selecting and organizing content for the oral presentation
- Delivery and language use for the oral presentation