

BUS591 Experiential Project

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Experiential Project consists of three components: Social Outreach Course [2 CU], Business Ethics Integrative Report Course [2 CU], and Business Simulation Course [1 CU].

For the Social Outreach Course, all MBA students will be required to perform 30 hours of social outreach activities during their MBA programme. This will allow students to be exposed to social issues and learn to be socially conscious and responsible individuals.

For the Business Ethics Integrative Report Course, students will be required to work on a report on business ethics and social responsibility. The report should highlight key business ethics and social responsibility issues that were brought up in courses (e.g., marketing, accounting) and provide suggestions on how organisations and managers can promote ethical and socially responsible behaviours. Students should also incorporate lessons learned from participating in the social outreach activities.

For the Business Simulation Course, students will be required to participate in a business simulation game. Students will work in groups and submit decisions for their team once every week. Results from the business simulation rounds will be emailed out to all students after every session.

At the end of the simulation, participants will complete a peer evaluation survey.

Topics:

- N/A

Learning Outcome:

- Assess the impact of social issues on disadvantaged groups
- Propose ideas and activities to help disadvantaged groups
- Evaluate the importance of ethics and social responsibility in organisations
- Suggest ways to encourage managers to be ethical and socially responsible
- Evaluate the business environment
- Choose appropriate business decisions depending on the context
- Plan and organise social outreach activities
- Prepare a paper that effectively communicates ideas and suggestions
- Organise a team to work well together

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
Sub-Total	

Examinable Component	Weightage (%)
Project	100
Sub-Total	100
Weightage Total	100