

Project Introduction and Guidelines

The Corporate Project (SBMT3200) provides an invaluable opportunity for students to work in teams with a corporation/organization on a project that allows them to apply concepts, knowledge, skills and methodologies learned from business courses on specific business problems, issues or challenges.

I. Objectives

The course is offered in two consecutive terms, (Fall to Winter, Winter to Spring, Spring to Summer, and Summer to Fall). Students apply skills and knowledge learned from their business courses to specific projects in a corporate setting. The Business Project provides students with the opportunity to undertake industry and company analyses with a focus on practical solutions to real organizational issues. The Scope of the Project (as stated in Section II below) grows directly out of student proposals. Work on the projects is interactive and feedback-based.

II. Benefits of the Business Project

The Business Project is a three-way partnership among a corporate/organization, HKUST Business School and its undergraduate students, benefiting all parties involved. The Project provides students with developmental opportunities and consulting experience, and helping them to establish sustainable relationships with the corporation/organization. From the corporation's perspective, the Project allows organizations to receive consulting advice and creative ideas from young business undergraduates on their business issues/challenges at no cost. It also gives the corporation an opportunity to help nurture business students and identify potential interns or employees. For HKUST Business School, the Business Project helps strengthen its tie with the business sector, encourages collaboration between the School and industries, and, more importantly, fulfills the School's mission of developing business leaders in Asia for the world and contributing to the social and economic transformation of the region.

III. Roles and Responsibilities of the Project Partner

- To define the scope of the Project in discussion with the HKUST Business School
- To appoint an executive as the Business Project Supervisor to meet with students on a regular basis, to keep track on the project progress, and to participate in the Project presentations
- To share relevant data and information in a timely fashion with students
- To provide feedback and suggestions for improvement to students and the HKUST Business School at the conclusion of the Project

IV. Roles and Responsibilities of Students

- To prepare reports and conduct presentations to the corporation – an initial proposal defining the scope and objectives of the Project, an interim report explaining the proposed approaches and methodologies, and a final report describing the findings and recommendations, or as stated in the scope of the Project
- To keep close contact with the Corporation Project Supervisor and HKUST Project Coordinator
- To keep track on the Project progress and that the deliverables to be ready on time
- To keep all data, information, analyses and recommendations confidential if requested by the corporation/organization
- To represent themselves and the HKUST Business School in a professional manner
- To ensure all students contribute equally to the project
- To prepare a self-reflective paper describing his/her learning experience at the conclusion of the Project
- To strictly follow the university regulations on academic integrity, including the use of footnoting and citations in any of the reports where appropriate in order to avoid plagiarism

V. Project Topic and Mode

The corporation, in discussion with the HKUST Business School, will define the specific scope and topic of the Project. Among the many formats in which the Project may be delivered are the following:

- Business plan or proposal
- Industry or market research
- Company case study
- Academic research
- Other formats as suggested and agreed by the corporation

VI. Course Requirements

- The Business Project is conducted in group(s):
- All students are required to participate actively in the collegial and scholarly activities associated with the Project. Such activities may include: Project meetings, event days, and/or group presentations. A list of these activities should be provided in the Project Task List at the beginning of the Project (normally during the first 2-3 weeks).
- **Each student** is required to submit the followings to the HKUST Project Coordinator.
 - Self-reflective Paper, together with a minimum of six digital photos taken during the course of the project
 - Two Email Reports on progress update*
 - Program Evaluation Form
 - Peer Evaluation Form
- At conclusion of the project, each group will need to conduct a final presentation to provide a detailed oral report on the entire project and post-event recommendations.
- All students **must** attend those sessions marked as “Compulsory”
- **At least** 2/3 members should attend the remaining meetings
- Each member should **attend 70%+** of non-mandatory meetings to get a pass
- All team members should commit to the agreed due dates and respect the time devotion of the business partner for all interaction – punctuality and good preparation is expected

* The Email Reports should give an overall picture on project progress with regard to the projects objectives. The report could be brief and in point forms, yet it should provide sufficient information pertaining to the project progress. Each report could be of about 200 words.

VII. Grading Scheme

Students will be evaluated on the application of their business knowledge to solve real business problems. Grading guidelines of the course will be

- Active participation in all scheduled services / activities (30%)
- Final reflective paper (30%)
- Final presentation (35%)
- Peer review (5%)

This learning experience is a [two-credit course](#), graded [Permitted to Proceed \(PP\)](#), [Pass \(P\) or Fail \(F\)](#). To achieve the Pass grade, each student must complete all tasks on time and meet the course requirements stated in (e) above. Also, the required tasks must be judged as satisfactory by both the HKUST Project Coordinator(s) and Project Supervisor(s) from the Partner organization (to be evaluated by Partner Organization Evaluation Form)

VIII. Class Size: to be confirmed (5- 10 students, 1-2 teams)

IX. Working Schedule

The working schedule stated below is subject to changes. Project Partner and HKUST Business School reserve the right to make changes in the schedule as deemed appropriate. Any changes will be communicated to all parties concerned.

Week/Date/Time/Venue	Task	Action By
Preparation Week 15 January 2018 (Monday) 2:00pm - 3:30pm	Project Briefing/Company Visit (Highly recommend to all interested to attend this briefing session) Venue: Lee Shau Kee Business Building Room 1003, HKUST Business School	Project Partner's representatives, SBM staff and students
15 January 2018, 5pm - 21 January 2018, 23:59pm	Application Interested students can submit the online application form at https://ust.az1.qualtrics.com/jfe/form/SV_837sviEdoY2eHOJ from 15 January 2018, 5pm, to 21 January 2018, 11:59pm	Students
26 January 2018 (Friday)	Results Announcement Successful applicants will receive email notification and they are required to complete course registration .	SBM staff
5 February 2018 (Monday) 6:30pm-8:00pm (Suggested)	Project kick-off Meeting (Compulsory) <ul style="list-style-type: none"> • Project Partner to provide details of the scope of the project • Recap key points of the whole project • Identify key roles of students and go into details the roles and responsibilities of students • Q&A Venue: Standard Chartered Bank's Office	Project Partner's representatives, SBM staff and students
13 February 2018 (Tuesday) Before lunar new year	Progress Meeting (1): 1st proposal + timeline submission	
27 February 2018 (Tuesday) After lunar new year	Progress Meeting (2)	

March 2018- 15 May 2018 (before final exam)	Bi-weekly meeting (min. Monthly Meeting) <ul style="list-style-type: none"> • Each team will present their project ideas and direction to Project Partner • Weekly report on their work progress • Project partner will provide feedback to each team 	Project Partner's Representatives, SBM staff and students
Study Break: 10 May 2018 – 15 May 2018 Final Exam : 16 May 2018- 29 May 2018		
5 June 2018 (Friday) noon	Submission of final written report + presentation PPT *Each student also need to submit (1) final group presentation PPT (2) written report, (3) individual self-reflective paper and (4) Peer Evaluation Form via email to bmtse@ust.hk	Students
4 June 2018 (Monday) afternoon	Group Final Presentation (Compulsory) Venue: Standard Chartered Bank's Office	Project partner's Representatives , SBM staff and students

Project Partner please provides the details below:

1. Name of the partner organization: Standard Chartered Bank (Hong Kong) Limited
2. Website: <https://www.sc.com/hk>
3. Office Address: 6/F, Standard Chartered Tower, 388 Kwun Tong Road, Kwun Tong, Hong Kong
4. **The situation and key issues:**

Topic 1: How SCB can win over young segment and serve them well?

Standard Chartered is a leading international banking group and has established its Hong Kong business since 1859, under the name of Standard Chartered Bank (Hong Kong) Limited (“the Bank”). Throughout the centuries, the Bank is dedicated to bank the people and companies driving investment, trade and the creation of wealth with the brand promise ‘Here for good’. As one of the three note-issuing banks in Hong Kong, the Bank has earned trust from the public and the brand name is a familiar sight in wallets. The commitment to build deep and sustainable relationship with clients has been

driving the business growth and it is always the Bank's strategic direction to enrich the client base.

The Millennial group, namely Generation Y, has no set of definition on the age range, yet it is generally perceived as the young-at-heart generation. Each generation is unique in their characteristics and habits that set them apart, so as their interaction with the financial institution. Being born in an era with advanced technology, the Millennial group is highly engaged with smart phones and social media, as well as open to new ways to conduct their banking activities. Traditional channels and products might not be able to best serve their unique financial needs. Meanwhile, there is no arguing that the Millennial segment is growing and will soon be dominating the market. The Bank finds the opportunities of grooming this client base, and is considering how the Bank's proposition, products and services could deliver the experience desired.

Topic 2: Effective employee training in a multi-generational workforce

One of the dynamics in Standard Chartered Bank today is the age range of the workforce. In Standard Chartered, you can find baby boomers and Millennials in peer-to-peer collaboration. It is estimated that by 2020, at least 50% of the workforce will be Millennials. To ensure our employees are well equipped with the skills required in the workplace, the Bank offers a wide range of training programmes from professional skills to leadership development and management programmes. These training programmes are available for all employees including junior and senior staff.

As the era in which people were born shapes their tastes, beliefs, and work ethic, members from each generation tend to develop personalities based on that common experience. Being aware of the working styles, preferences, and how each generation believes they should be treated as employees can help the Bank with delivering effective employee training. With a multi-generation workforce, the Bank is looking for opportunities to improve our traditional training strategy to cater to the needs of different audiences.

5. **Project objectives /scopes:**

Topic 1: How SCB can win over young segment and serve them well?

The project objective is to identify one key aspect, e.g. need, opportunity, problem, challenge etc. of the Millennials segment and deliver a corresponding strategic plan to the Bank on how to attract, engage and retain the Millennials segment so as to make the Bank become their main bank in Hong Kong.

While developing the plan, you may consider the followings.

- What are the characteristics and financial habits of the Millennials?
- What are the current products and services used by the Millennials and what are their banking needs?
- What's the best way to reach the Millennials and attract/retain them?
- What are the strengths and weaknesses of the Bank comparing to the Hong Kong market?
- How can the Bank capture the opportunities and overcome the challenges?

Topic 2: Multi generation workforce's preferred learning modes

To create sophisticated training strategies that meet the needs of each employment segment in Standard Chartered Bank's diverse workforce.

Through market research, students should help to find out:

- The behavioral differences between generational learners
- What are the preferred learning methods and tools for each generation?
- What are the learning motivations for each generation?

6. **Key deliverables and timeline**

Topic 1: How SCB can win over young segment and serve them well?

A report and a group presentation in an innovative way to the senior management

- Conduct in-depth interview to analyze the characteristics and financial habits of Millennials and summarize findings

- Provide unique insights on the needs of Millennials and provide recommendation on innovative customer strategies that attract the Millennials with estimations of the investment cost & revenue

Topic 2: Multi generation workforce's preferred learning modes

A report and a group presentation in an innovative way to HR leaders

- A deep dive into understanding generational learners through market research
- Deliver a business proposal on the learning methods for a multi generational workforce

7. Special requirements on selection of project team members (if any):

Topic 1: How SCB can win over young segment and serve them well?

Students who are interested in the financial industry and the uprising digital trend, and students who have the passion and desire to help drive the Bank and in the HK Banking Industry to elevate to a new level, by identifying the untapped opportunities in the young segment, and apply the latest technology and services to meet the customers' needs.

Topic 2: Multi generation workforce's preferred learning modes

The project members should be students who are interested in demographic trends in workforce and people development.