

## **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

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\* 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.

- 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

### **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  <b>15 January 2018 (Monday) 4:00pm-5:00pm</b>	<b>Project Briefing/Company Visit</b>  (Highly recommend to all interested to attend this briefing session)  <b>Venue: Lee Shau Kee Business Building Room 1003, HKUST Business School</b>	Project Partner's representatives, SBM staff and students
<b>15 January 2018, 5pm - 21 January 2018, 23:59pm</b>	<b>Application</b> Interested students can submit the online application form at <a href="https://ust.az1.qualtrics.com/jfe/form/SV_837sviEdoY2eHOJ">https://ust.az1.qualtrics.com/jfe/form/SV_837sviEdoY2eHOJ</a> from <b>15 January 2018, 5pm, to 21 January 2018, 11:59pm</b>	Students
<b>26 January 2018 (Friday)</b>	<b>Results Announcement</b>  Successful applicants will receive email notification and they are required to <b>complete course registration</b> .	SBM staff
<b>2 February 2018 (Friday)  7:00pm-8:30pm</b>	<b>Project kick-off Meeting (Compulsory)</b> <ul style="list-style-type: none"> <li>• Project Partner to provide details of the scope of the project</li> <li>• Recap key points of the whole project</li> <li>• Identify key roles of students and go into details the roles and responsibilities of students</li> <li>• Q&amp;A</li> </ul> <b>Venue: FrieslandCampina's office (MK)</b>	Project Partner's representatives, SBM staff and students
<b>12 February 2018 (Monday) Before lunar new year</b>	<b>Progress Meeting (1): 1<sup>st</sup> proposal + timeline submission</b>	
<b>26 February 2018 (Monday) After lunar new year</b>	<b>Progress Meeting (2)</b>	

March 2018- 15 May 2018 (before final exam)	<b>Bi-weekly meeting (min. Monthly Meeting)</b> <ul style="list-style-type: none"> <li>• Each team will present their project ideas and direction to Project Partner</li> <li>• Weekly report on their work progress</li> <li>• Project partner will provide feedback to each team</li> </ul>	Project Partner's Representatives, SBM staff and students
<b>Study Break: 10 May 2018 – 15 May 2018</b> <b>Final Exam : 16 May 2018- 29 May 2018</b>		
<b>1 June 2018 (Friday)</b> <b>noon</b>	<b>Submission of final written report + presentation PPT</b> *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 <a href="mailto:bmtse@ust.hk">bmtse@ust.hk</a>	Students
<b>4 June 2018 (Monday)</b> <b>morning</b>	<b>Group Final Presentation (Compulsory)</b> <b>Venue: FrieslandCampina's Office</b>	Project partner's Representatives , SBM staff and students

**Project Partner please provides the details below:**

1. Name of the partner organization: FrieslandCampina (Hong Kong) Ltd.
2. Website: [www.frieslandcampina.com](http://www.frieslandcampina.com)
3. Office Address: 39/F, Office Tower, Landham Place, 8 Argyle Street, Mong Kok, Kowloon, Hong Kong
4. **The situation and key issues:**

Every day FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients.

FrieslandCampina is one of the world's largest dairy companies, manufacturing and providing a variety of dairy products which serve as raw materials, semi-manufactured goods and ready for consumption products for global infant and toddler products, adult nutrition, food and beverage as well as medical industries. Headquartered in Amersfoort, the Netherlands, FrieslandCampina has offices in 33

countries and employs a total of about 22,000 people. FrieslandCampina's products find their way to more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with around 19,000 member dairy farmers in the Netherlands, Germany and Belgium.

FrieslandCampina (Hong Kong) Limited ("FCHK"), an operating company of FrieslandCampina, has maintained a long presence in Hong Kong for since 1938, providing high quality and nutritious dairy products including FRISO infant and toddler milk formula, DUTCH LADY dairy based beverages for local families and children, OPTIMEL adult nutrition formula for adults, seniors and elders, and dairy products for taste enhancement including BLACK&WHITE that led the growth of the authentic HK-style milk tea, and LONGEVITY, the long heritage brand entered HK for over 80 years. FCHK products are distributed for consumers, customers and food service business partners in Hong Kong and Macau markets, nourishing the lives of local citizens across all ages. FCHK has developed a wide network in both retail and business channels with our products being available at key chain drug stores, supermarkets and open trade, as well as being the supplier-of-choice to top tier food chains, teashops, restaurants and hotels.

**Project Topic: Capturing Chinese Tourists in Adult Nutrition**

Given the fast-growing ageing population in Asia, esp HK and China, FrieslandCampina started tapping into the seniors market back in 2015 with the launch of a new brand, OPTIMEL. Hong Kong is a pioneer market to launch this adult nutrition brand, targeting adults aged 40 and above. Locally, OPTIMEL has performed well in gaining brand awareness and penetration quickly. To fuel strong growth, the brand needs to further tap into the Chinese Tourists consumer segment in 2018.

Remark: Adult Nutrition composes of adult milk powder, vitamins & supplements targeted at seniors with specialized health benefits.

## 5. **Project objectives /scopes:**

### **Topic : Capturing Chinese Tourists in Adult Nutrition**

- Understand the shopper profile of the Chinese tourists. Who are the tourists who would buy adult nutrition in HK?
- What is the consumer journey from awareness to purchase? Where to capture them during the journey (both online and offline)?
- What are their purchase decision factor(s)? And in what priority. Brand/Credibility/Price/Country of origin/Word-of-mouth/Availability
- What is the purpose for the purchase? For self-consumption or for gifting?
- Who initiated the purchase? Themselves or their senior parents?
- Conduct a competitive analysis to evaluate how our competitors are doing in capturing this group

## 6. **Key deliverables and timeline**

### **Topic : Capturing Chinese Tourists in Adult Nutrition**

#### **A final group presentation and a report in ppt format**

(welcome to supplement with any background research findings in other format)

- Share understanding of this target group, their shopping behavior and the competitive landscape OPTIMEL is playing in.
- Provide solid recommendations for FCHK on how to capture Chinese Tourists prior to and during their visit in HK.

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

For this topic , ideal candidates should be passionate in the FMCG/Healthcare industry, self-motivated, analytical yet able to provide practical solutions to real-world business plan and operations, prior Mainland Chinese background understanding would have advantage.