

Business 202 – Business Consulting

Authentic assessment design & using technology in large classes

Business 202 – Business Consulting is a compulsory core course for Stage 2 students in the Business School that addresses three global "Grand Challenges":

As a compulsory core course, up to 900 students enrol into the course each semester. To manage the class size, students are broken into three cohorts (based on the day of their plenary lecture):



The Future of Work (4 weeks)



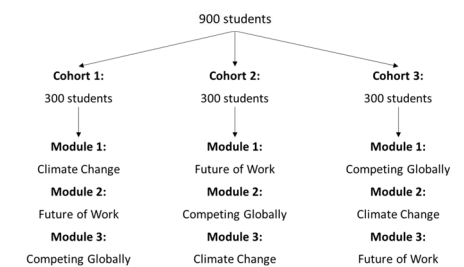
Competing Globally (4 weeks)



Climate Change (4 weeks)



Each cohort experiences each module, at a different stage in the 12-week semester:



Business 202 is a skills-focused, multi-disciplinary course. Little new knowledge is introduced. Rather, we would like to ensure students have achieved the following Learning Outcomes (LOs) by the end of the course:

1. Apply multidisciplinary knowledge to solve complex problems in business scenarios and in the context of global grand challenges.
2. Interpret and present business information appropriately in a consultancy context.
3. Apply ethical principles of decision making in a business context.
4. Apply a project management framework to complete a complex task.
5. Communicate, consult and collaborate with others in face-to-face and online mediums, in team and negotiation contexts.

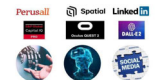
Week 1	Week 2	Week 3	Week 4
Plenary Lecture	Lab	Assessment Clinic	Assessment Clinic
2 hours	2 hours	30 minutes	30 minutes
OGGB	Check each module for lab location	Via Zoom	Via Zoom
	Check SSO for your lab time		

Each module runs for four weeks: The first week is a plenary lecture in a lecture theatre. The second week is a hands-on lab (10 labs/module with 30 students/lab). Weeks 3 & 4 offer 30-45mins online assessment clinics via Zoom, where students can ask any questions they may have on the assessments for the particular module.

Assessments: Each module includes 2 assessments leading to 6 assessments/cohort or semester. They are authentic, non-traditional, and include a mix of group and individual assignments.

Business 202 uses individual Canvas pages for each cohort to ensure clear and targeted communication with the students.

Technologies used in the course and for assessments:



The Future of Work (4 weeks)

Future of Work (FoW)

Module overview: In this module students learn what the future may bring and how their future careers may unfold. We discuss different emerging technologies, their impact on the FoW organisations and society and how the nature of work is changing in many unprecedented ways.

Assessments: This module has two assessments designed to cater to FoW needs and to explore the implications of technology.

Assignment 1 (Individual): Students are expected to craft their LinkedIn profiles to start their digital networking for career development. In addition, they write a reflective summary to address the technological implications on the FoW.

Assignment 2 (Group): Teams work on a consultation project for a NZ business organisation to advice on the use of Virtual Reality and Generative AI, using VR platform Spatial.

Technologies Used: Spatial.io, Gen AI, LinkedIn, Meta Oculus Quest 2



Virtual Reality Workshops with Oculus headsets and Spatial.io



VR Rooms by Students in Spatial.io



Competing Globally (4 weeks)

Competing Globally

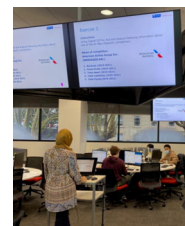
Module overview: In this module students learn about how companies can use information to compete globally. They investigate the global business environment and consider how companies evaluate the decision to expand their businesses internationally. They conduct secondary research on companies and world regions both through the Standard & Poor's Capital IQ Pro trading room platform and through their own independent research.

Assessments: The key skills students learn are collating and organising data, interpreting their meaning and importance then presenting their findings in a way that facilitates value-creating investment decision making. Both assignments for this module are individual assignments.

Assignment 1: Students are interviewing for a consultancy with an NZ company. They must first establish the company's practices in terms of two of its ESG initiatives, then film themselves for 90sec answering the questions "What is your understanding of our actions with respect to ESG matters? Where are we doing well and where are we falling down?".

Assignment 2: Having been awarded the consultancy project, students analyse the company's capacity to expand into a new market internationally and present their findings through a one-page infographic presentation utilising images rather than text to convey information.

Technologies Used: S&P Global Capital IQ Pro, PowerPoint, Canva



BNZ Financial Trading Room Lab using S&P Capital IQ Pro Business Intelligence Platform



Student's Infographic (data visualization of SWOT and Competitor Analysis) assessing global expansion for a New Zealand company



Climate Change (4 weeks)

Climate Change

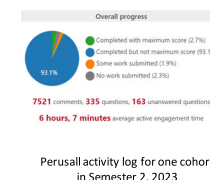
Module overview: In this module students learn about the effects of climate change on businesses and society and explore how businesses can lead efforts to mitigate it. This module introduces knowledge on the inevitable trade-offs inherent in business decisions and the many ethical issues that must be considered. Students experientially learn about stakeholder interests in climate change through a simulated climate negotiation during the lab.

Assessments: The key objectives for the two assessments in this module are to explain market- and non-market-based solutions to climate change, and identify and evaluate ethical issues.

Assignment 1 (Individual): In groups of 20, students collaboratively read and annotate six readings on carbon pricing using Perusall.

Assignment 2 (Group): In a 7-Minute video, each team will present market-based solutions, evaluate how a given company is responding to climate change impacts, and consider the role of ethical decision-making.

Technologies Used: Perusall



Climate Change module plenary lecture: To begin with, students and staff conduct a 2-minute meditation exercise

Student feedback: "Very practical. The content is helpful for students before getting a job."

"Experiencing new technologies and having the opportunity for practical experience with them."

"This course was very effective in assessing and developing practical skills through those assignments. Throughout the course, I've learned to analyze, communicate, present, and teamwork – all skills that I believe will be a crucial advantage for me when I get out into the world of work."

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