

# CDO354 Business Experiments

**Level:** 3

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

The aim of CDO354 Business Experiments is to hone students' business understanding and develop their sense-making and decision-making skills to prepare them for real-world business situations and opportunities. During the course, students will analyse business challenges and opportunities, and design, set up, launch, monitor and analyse the results of their business experiments.

Drawing on the experiential learning cycle (concrete experience, reflective observation, abstract conceptualisation, and active experimentation), the course guides students to initiate, ideate and innovate game-changing solutions using business experiments tested in real business situations, with real employers/employees and real customers. Themes for business experiments in the evaluation of impact on business reputation, revenue and cost include sustainability (e.g., eco-friendly packaging), healthy living (e.g., fitness challenge for consumers), digitalisation and phygitalisation, and diversity and inclusiveness (e.g., multicultural service teams). Learning activities will involve case studies, guided observation, brainstorming, critical reflection and analysis, fieldwork and experimentation. Assessment will be in the form of a quiz, class participation, an individual assignment and a group-based assignment.

At the end of the course, students will be able to analyse multi-faceted business issues, develop viable business ideas, conduct pilot implementation and appraise the effectiveness of their proposed solutions in improving business reputation, revenue and cost-savings.

## **Topics:**

- Business Challenges
- Business Opportunities
- Ideation Techniques
- Business Experiments: Origination (Critical Path, Constraints, Key Success Metrics)
- Business Experiments: Structuring (Solutioning and Risk Management)
- Business Experiments: Testing and Evaluation (Test-and-Learn Method)

## **Learning Outcome:**

- Analyse business challenges and opportunities across industries.
- Examine the impact of business initiatives on an organisation's reputation, revenue and cost based on recent case studies.
- Discuss the benefits of overcoming business challenges using problem-solving techniques and seeking opportunities using ideation techniques.
- Design business experiments to improve business reputation, revenue and cost-savings.
- Critique proposed solutions and risk management strategies.
- Recommend business solutions based on findings from business experiments.

**Assessment Strategies - Regular Semester (Daytime Class):**

| <b>Components</b>             | <b>Description</b>        | <b>Weightage Allocation (%)</b> |
|-------------------------------|---------------------------|---------------------------------|
| Overall Continuous Assessment | PRE-CLASS QUIZ 1          | 10                              |
|                               | PARTICIPATION 1           | 15                              |
|                               | TUTOR-MARKED ASSIGNMENT 1 | 25                              |
|                               | GROUP BASED ASSIGNMENT 1  | 50                              |
| <b>Total</b>                  |                           | <b>100</b>                      |

\*The information listed is subject to review and change.