

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	MBA Project
<b>Course Code:</b>	FB6700
<b>Course Duration:</b>	13 weeks
<b>Credit Units:</b>	3
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

Modern notions of business education emphasize autonomous learning, independent critical thinking, and analytical capacity. This course aims to provide a vehicle for students to relate theory to practice and to demonstrate enhanced managerial competence through the investigation and analysis of a significant business problem in a chosen area of management operation or strategy, and by the implementation of appropriate proposals to tackle the business problem.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the inter-related and dynamic components of the business environment at the regional and global levels;		✓	✓	
2.	Justify and apply different approaches in case research and problem investigation;		✓	✓	
3.	Explain different stages of case study process;		✓	✓	✓
4.	Demonstrate ability for decisive problem solving in actionable research;		✓	✓	✓
5.	Apply independent decisions and insights on the subject matter.		✓	✓	✓
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	Students will engage in formal lectures to gain knowledge about the course topics.	✓	✓	✓	✓	✓	
Workshop	In workshops, students will engage in discussion about the lecture content and practice what they learnt by doing exercises and presentations, and improve their knowledge by engaging with other students' presentations.	✓	✓	✓			
Peer-Discussion	Student will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	✓	✓	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
1. Participation	✓	✓	✓	✓	✓	25%	Contribution in group meetings and quality of work in project charter, proposal and progress reports / presentation.
2. Final (Group) Project Presentation	✓	✓	✓	✓	✓	15%	25-30 minutes presentation (including 5-10 minutes for Q&A).
3. Final (Group) Project Report	✓	✓	✓	✓	✓	35%	Project report will typically consist of about 30 to 40 pages, excluding references and appendices.
4. Individual Report	✓	✓	✓	✓	✓	25%	Individual report should be around 10-15 pages using single line spacing throughout.
Examination: 0% (duration:    hours, if applicable)						100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Participation	Regular consultation with supervisors on research proposal, presentation and report	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.	Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.	Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.	No evidence of original thinking; fair organization, capacity to analyse and synthesize; unable to grasp of the subject matter.
Final (Group) Presentation						
Final Group Project Report						
Individual Report	Ability to demonstrate integrated learning in the individual written report	Demonstrate excellent ability to fully integrate learning in the individual written report.	Demonstrate good ability to moderately integrate learning in the individual written report.	Demonstrate fair ability to somewhat integrate learning in the individual written report.	Demonstrate poor ability to integrate learning in the individual written report.	Not able to demonstrate learning from this course in the individual written report.

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Participation	Regular consultation with supervisors on research proposal, presentation and report	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of original thinking; good organization, capacity to analyse and synthesize; good grasp of subject matter; evidence of good knowledge base.	Some evidence of original thinking; fair organization, capacity to analyse and synthesize; arrange to grasp of the subject matter; evidence of basic knowledge.	Little evidence of original thinking; fair organization, capacity to analyse and synthesize; grasp the basic of the subject matter.
Final (Group) Presentation					
Final Group Project Report					
Individual Report	Ability to demonstrate integrated learning in the individual written report	Demonstrate excellent ability to fully integrate learning in the individual written report.	Demonstrate good ability to moderately integrate learning in the individual written report.	Demonstrate fair ability to somewhat integrate learning in the individual written report.	Demonstrate poor ability to integrate learning in the individual written report.

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

1. The College will appoint a MBA Project Coordinator to coordinate the project/case study subjects and arrange supervisors.
2. A Project Supervisor will be appointed for each project case. S/he will be responsible inter-alia for the following matters:
  - (a) Ensuring that the proposed project meets the agreed criteria.
  - (b) Liaising with outside organizations as necessary.
  - (c) Providing appropriate supervision i.e. of the right quality and amount.
  - (d) Initial supervision and facilitating the operation of learning sets and/or project teams.
  - (e) Checking on students' progress.
  - (f) Assessment of the project report.

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Nil
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**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Yin, R. K. Applications of Case Study Research, 3rd ed, Sage, Newbury Park, 2012.
2.	Zikmun, W. G., Babin, B. J., Carr, J. C., and Griffin, M. Business Research Methods. 8th ed, Mason, OH: Thomson/South Western. 2011.
3.	Booth, W. C., Colomb, G. G., & Williams, J. M. The craft of research. 3rd ed, Chicago: University of Chicago Press. 2008.
4.	Christensen, C., Garvin, D., and Sweet, A. Case Method, 3rd ed, Harvard Business School, 1994.
5.	Selected readings from books, journals, and magazines will be provided.