

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2018/19**

Part I Course Overview

Course Title: Contemporary Business Topics / Issues

Course Code: FB6844P

Course Duration: Intensive mode: 2 days

Credit Units: 1

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course is designed to address a number of contemporary and challenging issues facing business today. In particular, it aims to provide participants with a wider range of knowledge and tools that are pertinent to successfully navigating today's business world, a deeper appreciation for the role of business in society, as well as an insight into alternative social and economic structures.

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.	Keep students' abreast with the current trends, practices, and intellectual developments in business		√		
2.	Broaden students' knowledge and learning horizon in different spheres of business world		√	√	
3.	Learn to challenge implicit assumptions and accepted norms, with particular considerations of the implications for the various political, economic, social and technical issues operating within a market system		√	√	√
		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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3				
Lecture	Faculty members, both within and outside College of Business, will be invited to lecture on various topics pertinent to business world.	√	√	√				
Class Participation	Class will be conducted in manners that encourage and conducive for students to be interactive and participatory during lectures.	√	√	√				
Assignment/Presentation	When appropriate, group and/or individual projects and/or presentations will be assigned to provide students with opportunities to apply the subject knowledge learnt through in this course.	√	√	√				

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					
Continuous Assessment: <u>100%</u>								
Class Participation and Group/Individual Assignments etc. [#]	√	√	√				100%	
Examination: _____% (duration: _____, if applicable)							100%	

[#] Individual lecturers will specify the assessment tasks according to the nature of subject and participants' learning needs.

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation		Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.	Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.	Some evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Little of no evidence of class participation.
2. Group Assignment		Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.
3. Individual Assignment		Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.

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.)

Contemporary Business Issues; Business Models; Business and Management Practices; Critical Evaluation and Analysis; Critical Perspective; Corporate Social Responsibility; Sustainable Development; Strategy, Growth and Globalization; Transitional Economy, etc.

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.)

Readings will be assigned by the course instructor covering a specific subject/field.

2.2 Additional Readings

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

Readings will be assigned by the course instructor covering a specific subject/field.