

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2017/18**

Part I Course Overview

Course Title: Industry On-site Workshop

Course Code: FB6872P

Course Duration: One or two days per each workshop

Credit Units: 1

Level: P6

Medium of Instruction: Putonghua.
(The normal medium of instruction is Chinese. However, management of the visiting organization may use English and English materials to deliver some topics of their talk and in this regard, Chinese interpretation will be provided.)

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 aims to provide participants with an opportunity to visit various companies and industries (primarily in but not limited to Mainland China), interact with respective senior management, analyze real-world business cases, and widen their business exposure and network.

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.	Identify business opportunities by broadening student's perspective and knowledge of various industries		√		
2.	Apply and adopt different skills and solutions		√	√	√
3.	Develop their analytical and critical thinking skills		√	√	√
4.	Build and widen their business network		√		
		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	4			
TLA1	Seminar will be given by the top management of the host company	√	√	√	√			
TLA2	Q&A Session	√	√	√	√			
TLA3	Individual report	√	√	√	√			

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				
Continuous Assessment: 100%								
Attendance and Participation in Q&A Session	√	√	√	√			50%	
Individual Report	√	√	√				50%	
Examination: ____% (duration: _____, if applicable)							100%	

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. Attendance and Participation		Full attendance and active and engaging participation in Q&A session	Full attendance and active participation in Q&A session	More than 70% attendance and some participation in Q&A session	More than 70% attendance and little participation in Q&A session	less than 70% attendance and little or no participation in Q&A session
2. Individual report	About 3000 Chinese characters, which is based on the questions assigned by the management of the host company.	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. Able to suggest new ways of resolving the issues raised by the company, provide a substantial analysis of the new ways, and provide new solutions to the issues.	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. Able to suggest new ways of resolving the issues raised by the company and provide a preliminary analysis of the new ways.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material. Able to suggest new ways of resolving the issues raised by the company.	Some familiarity with the subject matter to enable the student to progress without repeating the course.	Little or no evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

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.)

This course will take the form of an on-site workshop of approximately 1 or 2 days duration.

Students will undertake the visit, accompanied by the course leader. A seminar will be given by the top management of the host company and they will share with participants their managerial experience and the real-world case studies of the company. At the end of the talk, students will be invited to actively participate in the Q&A session, discuss with the speaker(s) and interact with other participants. Speaker(s) will then give assignment questions to students to write a 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.)

Nil.

2.2 Additional Readings

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

Nil.