

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Capstone Project

Course Code: COM6601

Course Duration: Two semesters

Credit Units: 3

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) None

Precursors:
(Course Code and Title) None

Equivalent Courses:
(Course Code and Title) None

Exclusive Courses:
(Course Code and Title) None

Part II Course Details

1. Abstract

This course aims to enable students to consolidate and develop the knowledge and skills acquired in the programme. In undertaking the project, students are expected to undertake an original piece of group research in the field of media and communication, with different theoretical perspectives and solid empirical methods. Students will work in groups on a topic of their choice.

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.	Define a topic for study, including generating a research question		√		
2.	Critically review the related literature cases and theoretically synthesize them		√	√	
3.	Design and implement plans to collect relevant data			√	
4.	Discover new knowledge concerning the identified issues in media and communication			√	
5.	Communicate effectively the new knowledge related to the identified urban management issues			√	√
6.	Work effectively in a team		√	√	√
		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 real-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	6	
Group meeting	Regular meetings between the project group and the supervisor	√	√	√	√	√	√	
Execution of the project	Comprehensive literature review and execution of a hypothesis-driven research project	√	√					
Presentation of the findings	In-class presentation of the research findings					√	√	
Writing the final report	Writing a paper that follows an academic format	√	√	√	√	√	√	

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	6		
Continuous Assessment: __100__%								
Project proposal and presentation	√	√			√	√	40%	
Final report	√	√	√	√	√	√	50%	
Participation and contribution	√	√	√	√	√	√	10%	
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.)

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)
1. Project proposal and presentation	Ability to demonstrate the knowledge and skills required to undertake an original and innovative research project.	Demonstrate the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	Some indication of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	Limited ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	Minimal ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	No demonstration of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses
2. Final report	Ability to effectively communicate research findings in an academic format	Demonstrate the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	Some indication of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	Limited ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	Minimal ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	No demonstration of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately
3. Participation and contribution	Ability to contribute to the group projects and/or discussions in the class	Demonstrate a significant contribution to the group projects and/or discussions in the class	Some contribution to the group projects and/or discussions in the class	Limited contribution to the group projects and/or discussions in the class	Minimal contribution to the group projects and/or discussions in the class	No demonstration of contribution to the group projects through in-class discussion

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)
1. Project proposal and presentation	Ability to demonstrate the knowledge and skills required to undertake an original and innovative research project.	Demonstrate the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	Some indication of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	Limited ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses	No demonstration of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses
2. Final report	Ability to effectively communicate research findings in an academic format	Demonstrate the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	Some indication of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	Limited ability to generate new social scientific knowledge through empirical analysis and to present it appropriately	No demonstration of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately
3. Participation and contribution	Class contribution and participation	Demonstrate a significant contribution to the group projects and/or discussions in the class	Some contribution to the group projects and/or discussions in the class	Limited contribution to the group projects and/or discussions in the class	No demonstration of any contribution to the group projects and/or discussions in the class

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.)

Supervised group project; literature review; hypothesis-driven research project; qualitative and quantitative research methods; academic presentation and writing

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.)

None

2.2 Additional Readings

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