City University of Hong Kong Course Syllabus

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

Part I Course Overv	iew
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

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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	Discov	ery-en	riched
		(if	curricu	ılum re	lated
		applicable)	learnin	g outco	omes
			(please	e tick	where
			approp	riate)	
			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				
L		100%			1

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	CIL	CILO No.			Hours/week		
		1	2	3	4	5	6	(if applicable)
Group meeting	Regular meetings between the project group and the supervisor			V				
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					1	1	
Writing the final report	Writing a paper that follows an academic format	V	V	V	V	V		

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							40%	
presentation								
Final report							50%	
Participation and contribution							10%	
Examination:% (duration: , if applicable)								
							4.0004	1

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

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

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