

**City University of Hong Kong
Course Syllabus**

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

Part I Course Overview

Course Title:	Professional Forum
Course Code:	FB6702
Course Duration:	Year-long
Credit Units:	3
Level:	P6
Medium of Instruction:	The normal medium of instruction and assessment is English. However, some guest speakers may use Chinese (Cantonese or Putonghua) and Chinese materials to deliver their talks due to subject area to be covered in the forum. Participants will be informed of the medium of language for each talk when invitation is sent to them.
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

This course aims to give participants insights into the practical aspects of doing business in Hong Kong and the Asia Pacific region. The Professional Forum (also known as SHARP Forum) is a thought-provoking and practice-driven platform where thriving business executives, prominent government officials, prestigious scholars, inspiring entrepreneurs, well-regarded celebrities, influential opinion leaders, pioneering specialists, and innovative practitioners are honorably invited by students or self-nominated to:

- **spread** inciting ideas, insightful perspectives, and inspirational experiences to the university community and interested public;
- **stretch** boundaries of novel concepts, evolving issues, and cutting-edge solutions via interactive discussions or open debates.

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.	Design a successful forum events		✓	✓	✓
2.	Demonstrate an effective marketing campaign and post event highlights		✓	✓	✓
3.	Apply business sense and intelligence from the sharing of and the dynamic interactions with business leaders		✓	✓	✓
		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				
Workshops	In workshops, student will engage in discussion and improve their knowledge by engaging with other students' presentations.	✓	✓	✓				
Peer-discussion	Students will engage in structured discussion with peers to identify areas to improve on their returned assessment tasks.	✓	✓	✓				
Reflective Writing	Students will carry out reflective writing on what they have learnt in class to consolidate and deepen their knowledge.	✓	✓	✓				

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: 100%								
Group Proposal and Execution	✓	✓	✓				75%	
Individual Commentary and Engagement	✓	✓	✓				25%	
Examination: 0% (duration: _____, if applicable)								
							100%	

* The weightings should add up to 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)
Group Proposal and Execution	Regular consultation with supervisors on event proposal, and arrangements of an successful forum event	Strong evidence of original thinking; good organization of the forum event; evidence of extensive knowledge base on event management.	Evidence of original thinking; good organization of the forum event; evidence of good knowledge base on event management.	Some evidence of original thinking; fair organization of the forum event; evidence of basis knowledge on event management.	Little evidence of original thinking; fair organization of the forum event; grasp the basis knowledge on event management.	No evidence of original thinking; poor organization of the forum event; unable to grasp the basis knowledge on event management.
Individual Commentary and Engagement	Ability to demonstrate integrated learning through Individual Commentary and Engagement	Demonstrate excellent ability to fully integrate learning through individual commentary and engagement	Demonstrate good ability to moderately integrate learning through individual commentary and engagement	Demonstrate fair ability to somewhat integrate learning through individual commentary and engagement	Demonstrate poor ability to integrate learning through individual commentary and engagement	Not able to demonstrate learning through individual commentary and engagement
	Demonstrate active learning and sharing in professional manner throughout the process of organizing the forum.	Proactively participate in forum and workshop discussion by offering good ideas and asking questions related to the topic of the forum. Able to always present and communicate good ideas excellently in oral format.	Proactively participate in forum and workshop discussion by offering some good ideas and asking questions related to the topic of the forum. Able to frequently present and communicate good idea acceptably in oral format.	Occasionally active when urged to participate in forum and workshop by offering some acceptable ideas and asking limited questions related to the topic of the forum. Occasionally present and communicate acceptable ideas in oral format.	Reactively participate in forum and workshop discussion by offering very limited ideas and asking very few questions related to the topic of the forum. Occasionally present and communicate ideas fairly in oral format.	Do not participate in forum and workshop discussion and asking no questions related to the topic of the forum. Do not present and communicate ideas at all.

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)
Group Proposal and Execution	Regular consultation with supervisors on event proposal, and arrangements of an successful forum event	Strong evidence of original thinking; good organization of the forum event; evidence of extensive knowledge base on event management.	Evidence of original thinking; good organization of the forum event; evidence of good knowledge base on event management.	Some evidence of original thinking; fair organization of the forum event; evidence of basis knowledge on event management.	Little evidence of original thinking; fair organization of the forum event; grasp the basis knowledge on event management.
Individual Commentary and Engagement	Ability to demonstrate integrated learning through Individual Commentary and Engagement	Demonstrate excellent ability to fully integrate learning through individual commentary and engagement	Demonstrate good ability to moderately integrate learning through individual commentary and engagement	Demonstrate fair ability to somewhat integrate learning through individual commentary and engagement	Demonstrate poor ability to integrate learning through individual commentary and engagement
	Demonstrate active learning and sharing in professional manner throughout the process of organizing the forum.	Proactively participate in forum and workshop discussion by offering good ideas and asking questions related to the topic of the forum. Able to always present and communicate good ideas excellently in oral format.	Proactively participate in forum and workshop discussion by offering some good ideas and asking questions related to the topic of the forum. Able to frequently present and communicate good idea acceptably in oral format.	Occasionally active when urged to participate in forum and workshop by offering some acceptable ideas and asking limited questions related to the topic of the forum. Occasionally present and communicate acceptable ideas in oral format.	Reactively participate in forum and workshop discussion by offering very limited ideas and asking very few questions related to the topic of the forum. Occasionally present and communicate ideas fairly in oral format.

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.)

MBA students are required to attend at least four SHARP Forums including the one they organize to meet the attendance requirements. They will form groups to organize SHARP Forums as Organizing Committees by inviting guest speakers from a wide spectrum of industries and business professions to discuss on influential business topics to MBA students, CityU alumni and the public. Students are also required to work on the post-event management after the forum event and submit a one-page commentary.

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.	Nil
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