

**City University of Hong Kong  
Course Syllabus**

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

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**Part I Course Overview**

<b>Course Title:</b>	Industry On-site Workshop
<b>Course Code:</b>	FB6703B
<b>Course Duration:</b>	One or two days per each workshop
<b>Credit Units:</b>	2 for FB6703B (1 credit unit = 1 workshop)
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	The normal medium of instruction and assessment is English. However, staff members may use Chinese and Chinese materials to explain or clarify some topics due to the subject area covered by the course.
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

This course aims to provide participants with an in-depth, well-rounded business experiences by visiting various industries in Hong Kong or other international cities and meeting with respective senior management to 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 complex interconnected business issues in Hong Kong or other international cities;	25%	✓	✓	✓
2.	Describe their understanding of the strategic thinking of top management of organisations in Hong Kong or other international cities;	25%	✓	✓	✓
3.	Apply their analytical and critical thinking skills in real business situations;	25%	✓	✓	✓
4.	Demonstrate their business networking.	25%	✓	✓	✓
		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	4			
Workshop	In workshops, students will engage in seminar held by the top management of the host company. They will also improve their knowledge by engaging with other students' presentations.	✓	✓	✓	✓			
Site visit and discussion	Students will discuss, clarify, and debate key arguments and concepts through civil interaction with others, while listening to, and developing an appreciation for, alternative views.	✓	✓	✓	✓			

### 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%								
1. Active Engagement	✓	✓	✓	✓			20%	Attendance, Professionalism, Participation on Q&A
2. Individual Report		✓	✓				50%	Write-up to response question(s) raised by the management of host company
3. Group Presentation		✓	✓				30%	Assessing students' ability to process & synthesize information learned at the workshop and present it effectively as a team
Examination: 0% (duration:    hours, 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 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Active Engagement	<ul style="list-style-type: none"> <li>Attends and pays attention in the workshop.</li> <li>Participating into discussions throughout the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop on time, even ahead of the time.</li> <li>Listening attentively in all sessions. Actively participate in all discussions throughout the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop on time.</li> <li>Listening attentively in most sessions. Actively participate in most discussions during the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop a bit late.</li> <li>Listening attentively in some sessions. Participate in some discussions during the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop late.</li> <li>Listening attentively in few sessions. Participate in few discussions during the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop very late.</li> <li>Listening attentively in few sessions. Did not participate in any discussion during the visit.</li> </ul>
Individual Report	<ul style="list-style-type: none"> <li>Ability to demonstrate integrated learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Not able to demonstrate learning from this course in the group presentation and individual written report.</li> </ul>
Group Presentation						

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)
Active Engagement	<ul style="list-style-type: none"> <li>Attends and pays attention in the workshop.</li> <li>Participating into discussions throughout the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop on time, even ahead of the time.</li> <li>Listening attentively in all sessions. Actively participate in all discussions throughout the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop on time.</li> <li>Listening attentively in most sessions.</li> <li>Actively participate in most discussions during the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop a bit late.</li> <li>Listening attentively in some sessions.</li> <li>Participate in some discussions during the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the workshop late. Listening attentively in very few sessions. Participate in very few discussions during the visit.</li> </ul>

Individual Report	<ul style="list-style-type: none"> <li>Ability to demonstrate integrated learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the group presentation and individual written report.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the group presentation and individual written report.</li> </ul>
Group Presentation					

### 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 in Hong Kong or other international cities. Participants are required to do pre-work in searching information about the host company and relevant theory before undertaking the visit, accompanied by their lecturer. 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 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.

Full attendance at the workshop and submission of an individual report of about 1500 – 2000 words. Each participant has to submit a report based on the questions assigned by the management of the host company. In addition, students are required to form a group of 3 to 5 persons and give a group presentation. All members have to take part in the group presentation.

Students will be allowed to take a maximum of 2 credit units for the course.

#### 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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