

**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>	Business Case and Action-Based Study
<b>Course Code:</b>	FB6775B
<b>Course Duration:</b>	One semester
<b>Credit Units:</b>	2 for FB6775B
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<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 students the opportunity to pursue new knowledge, skills, and technical problem solving opportunities by joining business case and action-based study.

### 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.	Demonstrate in-depth understanding of the problems of a business related study	20%	✓		
2.	Apply appropriate methods and describe analysis using relevant theory and method and make recommendation on the case study	40%		✓	
3.	Discuss and explain the problems and final recommendation effectively	40%			✓
		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				
1. Project based activities	Students will engage in project-based activities to analyze real-world business cases and develop practical solutions.	✓	✓	✓				

### 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%								
Final Case/ Project Presentation	✓	✓	✓				30%	
Final Case/ Project Report	✓	✓	✓				50%	
Participation	✓	✓	✓				20%	
Examination: 0% (duration:    hours, 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)
Final Case/Project Presentation	<ul style="list-style-type: none"> <li>Content of presentation</li> <li>Quality of the visual aids and logical sequence of the presentation</li> <li>Timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows excellent understanding of the course material</li> <li>Excellent quality of the visual aids and logical sequence of the presentation</li> <li>Excellent timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows good understanding of the course material</li> <li>Good quality of the visual aids and logical sequence of the presentation</li> <li>Good timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows fair understanding of the course material</li> <li>Fair quality of the visual aids and logical sequence of the presentation</li> <li>Fair timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows poor understanding of the course material</li> <li>Poor quality of the visual aids and logical sequence of the presentation</li> <li>Poor timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Does not meet any of the criteria</li> </ul>
Final Case/Project Report	<ul style="list-style-type: none"> <li>Understanding of the case</li> <li>Appropriate use of analysis method</li> <li>Breadth, depth and appropriate level of case analysis</li> <li>Recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Excellent understanding of the business case</li> <li>Excellent use of analysis method</li> <li>Excellent breadth, depth and appropriate level of case analysis</li> <li>Excellent recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Good understanding of the business case</li> <li>Good appropriate use of analysis method</li> <li>Good breadth, depth and appropriate level of case analysis</li> <li>Good recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Fair understanding of the business case</li> <li>Some appropriate use of analysis method</li> <li>Fair breadth, depth and level of case analysis</li> <li>Fair recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Poor understanding of the business case</li> <li>Not so appropriate use of analysis method</li> <li>Poor breadth, depth and level of case analysis</li> <li>Poor recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Does not meet any of the criteria</li> </ul>
Participation	<ul style="list-style-type: none"> <li>Listening and contribution</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques all the time</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques most of the time</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques moderately</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques occasionally</li> </ul>	<ul style="list-style-type: none"> <li>Does not participate</li> </ul>

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)
Final Case/Project Presentation	<ul style="list-style-type: none"> <li>Content of presentation</li> <li>Quality of the visual aids and logical sequence of the presentation</li> <li>Timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows excellent understanding of the course material</li> <li>Excellent quality of the visual aids and logical sequence of the presentation</li> <li>Excellent timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows good understanding of the course material</li> <li>Good quality of the visual aids and logical sequence of the presentation</li> <li>Good timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows fair understanding of the course material</li> <li>Fair quality of the visual aids and logical sequence of the presentation</li> <li>Fair timing, professionalism, and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Content of presentation shows a very poor understanding of the course material</li> <li>Poor quality of the visual aids and logical sequence of the presentation</li> <li>Poor timing, professionalism, and teamwork</li> </ul>
Final Case/Project Report	<ul style="list-style-type: none"> <li>Understanding of the case</li> <li>Appropriate use of analysis method</li> <li>Breadth, depth and appropriate level of case analysis</li> <li>Recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Excellent understanding of the business case</li> <li>Excellent use of analysis method</li> <li>Excellent breadth, depth and appropriate level of case analysis</li> <li>Excellent recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Good understanding of the business case</li> <li>Good appropriate use of analysis method</li> <li>Good breadth, depth and appropriate level of case analysis</li> <li>Good recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Fair understanding of the business case</li> <li>Some appropriate use of analysis method</li> <li>Fair breadth, depth and level of case analysis</li> <li>Fair recommendation for the problems or opportunities identified</li> </ul>	<ul style="list-style-type: none"> <li>Poor understanding of the business case</li> <li>Not so appropriate use of analysis method</li> <li>Poor breadth, depth and level of case analysis</li> <li>Poor recommendation for the problems or opportunities identified</li> </ul>
Participation	<ul style="list-style-type: none"> <li>Listening and contribution</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques all the time</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques most of the time</li> </ul>	<ul style="list-style-type: none"> <li>Active listening and contribution to the discussion and critiques moderately</li> </ul>	<ul style="list-style-type: none"> <li>Poor listening and contribution to the discussion and critiques</li> </ul>

**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.)*

Critical thinking, business knowledge, and strategic problem-solving potential through business case or project

Students will be allowed to take a maximum of 3 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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