

**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**

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| <b>Course Title:</b>   | Business Case and Action-Based Study |
| <b>Course Code:</b>  | FB6775D                              |
| <b>Course Duration:</b>                                      | One semester                         |
| <b>Credit Units:</b>   | 3 for FB6775D                        |
| <b>Level:</b>  | P6                                   |
| <b>Medium of Instruction:</b>                                | English                              |
| <b>Medium of Assessment:</b>                                 | English                              |
| <b>Prerequisites:</b><br><i>(Course Code and Title)</i>      | Nil                                  |
| <b>Precursors:</b><br><i>(Course Code and Title)</i>         | Nil                                  |
| <b>Equivalent Courses:</b><br><i>(Course Code and Title)</i> | Nil                                  |
| <b>Exclusive Courses:</b><br><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<br>(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<br>(if applicable) |
|-----------------------------|--|----------|---|---|---|--|--|-------------------------------|
|                             |  | 1        | 2 | 3 | 4 |  |  |                               |
| 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 | 4 |  |  |           |                               |
| Continuous Assessment: 100%                         |          |   |   |   |  |  |           |                               |
| Final Case/ Project Presentation                    | ✓        | ✓ | ✓ |   |  |  | 30%       | Assessed on a Pass/Fail basis |
| 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 in Semester A 2022/23 and thereafter

**No change on Pass/Fail course**

| Assessment Task                 | Criterion   | Pass  | 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 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 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>▪ Good understanding of the business case;</li> <li>▪ Good 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>▪ 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 class discussion and critiques all the time</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Rarely listening and contribution to the class discussion and critiques</li> </ul>  |

Applicable to students admitted before Semester A 2022/23

| Assessment Task                 | Criterion   | Pass  | 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 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 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>▪ Good understanding of the business case;</li> <li>▪ Good 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>▪ 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 class discussion and critiques all the time</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Rarely listening and contribution to the class 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 |
|----|-----|

**2.2 Additional Readings**

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

|    |     |
|----|-----|
| 1. | Nil |
|----|-----|