

FB6844P: CONTEMPORARY BUSINESS TOPICS / ISSUES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Contemporary Business Topics / Issues

Subject Code

FB - College of Business (FB)

Course Number

6844P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to address a number of contemporary and challenging issues facing business today. In particular, it aims to provide participants with a wider range of knowledge and tools that are pertinent to successfully navigating today's business world, a deeper appreciation for the role of business in society, as well as an insight into alternative social and economic structures.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Keep students' abreast with the current trends, practices, and intellectual developments in business		x		
2	Broaden students' knowledge and learning horizon in different spheres of business world		x	x	
3	Learn to challenge implicit assumptions and accepted norms, with particular considerations of the implications for the various political, economic, social and technical issues operating within a market system		x	x	x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Faculty members, both within and outside College of Business, will be invited to lecture on various topics pertinent to business world.	1, 2, 3
2	Class Participation	Class will be conducted in manners that encourage and conducive for students to be interactive and participatory during lectures.	1, 2, 3

3	Assignment/ Presentation	When appropriate, group and/or individual projects and/or presentations will be assigned to provide students with opportunities to apply the subject knowledge learnt through in this course.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation and Group/ Individual Assignments etc.#	1, 2, 3	100

Continuous Assessment (%)

100

Additional Information for ATs

Individual lecturers will specify the assessment tasks according to the nature of subject and participants' learning needs.

Assessment Rubrics (AR)**Assessment Task**

1. Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.

Good

(B+, B, B-) Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.

Fair

(C+, C, C-) Some evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Marginal

(D) Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Failure

(F) Little of no evidence of class participation.

Assessment Task

2. Group Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B, B-) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Fair

(C+, C, C-) Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Marginal

(D) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little of no evidence of understanding of subject matter.

Assessment Task

3. Individual Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B, B-) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Fair

(C+, C, C-) Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Marginal

(D) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little of no evidence of understanding of subject matter.

Assessment Task

1. Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.

Good

(B+, B) Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.

Marginal

(B-, C+, C) Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.

Failure

(F) Little of no evidence of class participation.

Assessment Task

2. Group Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Marginal

(B-, C+, C) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little of no evidence of understanding of subject matter.

Assessment Task

3. Individual Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.

Good

(B+, B) Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.

Marginal

(B-, C+, C) Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.

Failure

(F) Little of no evidence of understanding of subject matter.

Part III Other Information

Keyword Syllabus

Contemporary Business Issues; Business Models; Business and Management Practices; Critical Evaluation and Analysis; Critical Perspective; Corporate Social Responsibility; Sustainable Development; Strategy, Growth and Globalization; Transitional Economy, etc.

Reading List

Compulsory Readings

Title	
1	Readings will be assigned by the course instructor covering a specific subject/field.

Additional Readings

	Title
1	Readings will be assigned by the course instructor covering a specific subject/field.