

GE2231: BUSINESS, MEDIA AND SOCIETY

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Business, Media and Society

Subject Code

GE - Gateway Education

Course Number

2231

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

A1, A2 - Associate Degree

B1, B2, B3, B4 - Bachelor's Degree

GE Area (Primary)

Area 2 - Study of Societies, Social and Business Organisations

GE Area (Secondary)

Area 1 - Arts and Humanities

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details**Abstract**

In modern societies where social values change rapidly, public opinions around the business world have high expectations of corporations and their owners, governments, civil servants and public figures. Mass communication channels have also become increasingly influential and stakeholders shape many fast growing commercial media institutions. The interlocking relationships linking social values, public expectations, and the roles played by businesses and the media are the foci of this course. This course combines inter-disciplinary perspectives of business, mass communication and sociological theories to examine the triangular relationship among business, media and society. It aims to train students to use critical thinking skills and exercise independent judgement drawing upon their encounters involving global, Greater China and local social contexts. The course will use a combination of lectures and tutorials involving students' cases studies and presentation.

This course offers a general education for student to acquire competence in 'business and social environment assessment' and 'media literacy' to enable stakeholder analyses in contemporary society. At the end of the course students should be able to apply critical thinking, reading and presentation skills drawing on students' daily experience with scholarly readings, mass media contents including that of popular culture. More specific learning goals include their effective performance in the following aspects: 1. Weighing and evaluating information and evidences capturing aspects of business operation, social changes and information flow through the media, 2. Forming independent value judgement and thinking in a critical manner.

Course Intended Learning Outcomes (CILOs)

| | CILOs | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) | | |
|---|---|--|---|---|
| 1 | Identify key concepts in general business, mass communication theory and sociological analysis of business and society. | | x | |
| 2 | Analyse critically the roles of business and media under a consumption culture within commercial societies. | x | | |
| 3 | Analyse media strategies for businesses in managing public issues, stakeholder relationships and social expectations. | | | x |
| 4 | Apply media literacy skills, reading, writing and presentation skills in forming independent judgement and good decision making in their daily lives. | | | 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.

Teaching and Learning Activities (TLAs)

| | TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|---|-------------------|--|-----------------|-----------------------------------|
| 1 | Seminar | 3-hour seminar format held by instructor mainly and not more than 2 guest speakers, is designed to introduce essential concepts and theories in the intersection of consumption culture, media theories and cultural studies. | 1, 2, 4 | 3hrs/week |
| 2 | Case Studies | make use of multi-media sources e.g. newspapers, magazines, and YouTube video, analyse critically significant cases (e.g., Octopus/MTR Abuse of Customer Data, Minimum Wage Fiasco, Conflict of Interest of ex-civil servants, celebrity scandals, plus other internationally well-known cases) for the purposes of group discussion and presentation. | 3 | |
| 3 | Group Discussion | requires students to form into a team (about 6-7 students) and discuss thematic cases in class over a series of consecutive weeks between Weeks 6-11, integrating their own experience and learning to acquire broader knowledge on those thematic topics. | 1, 2, 4 | |
| 4 | Team Presentation | aims to strengthen students' abilities of summarizing, reasoning and presenting, requires students forming a team, to extend the group discussion outcomes and to present their findings in class. | 2, 3 | |

Assessment Tasks / Activities (ATs)

| ATs | | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|-------------------|----------|---------------|---|
| 1 | Team Assignment | 2, 3, 4 | 30 | students will be randomly assigned for the purpose of the group discussion for 'thematic cases' . They are guided to analyse in an in-depth manner the relevant social and business phenomena, with a view of eventually providing a written report as a group. |
| 2 | Team Presentation | 3, 4 | 30 | students would be expected to demonstrate the result of their analysis and concept application beyond the class discussion of the 'thematic cases' . The final products including the team assignment above and the performance in the presentation would be graded. Feedbacks are given to students as part of formative assessment. |

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Grading of Team assignment

Criterion

CILO 2

Excellent (A+, A, A-)

Outstanding ability of critically thinking about the roles and functions of business in global societies nowadays.

Good (B+, B, B-)

Good ability of critically thinking about the roles and functions of business in global societies nowadays.

Fair (C+, C, C-)

Sufficient ability of critically thinking about the roles and functions of business in global societies nowadays.

Marginal (D)

Little ability of critically thinking about the roles and functions of business in global societies nowadays.

Failure (F)

Unsatisfactory in being able to critically thinking about the roles and functions of business in global societies.

Assessment Task

Grading of Team assignment

Criterion

CILO 3

Excellent (A+, A, A-)

Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.

Good (B+, B, B-)

Moderately analyse and evaluate various media strategies in managing public issues and social expectations.

Fair (C+, C, C-)

Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.

Marginal (D)

Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.

Failure (F)

Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.

Assessment Task

Grading of Team assignment

Criterion

CILO 4

Excellent (A+, A, A-)

Demonstrating very strong ability of making independent value judgement and critical thinking.

Good (B+, B, B-)

Demonstrating persuasive ability of making independent value judgement and critical thinking.

Fair (C+, C, C-)

Demonstrating sufficient ability of making independent value judgement and critical thinking.

Marginal (D)

Demonstrating little ability of making independent value judgement and critical thinking.

Failure (F)

Insufficient and unsatisfactory over judgement and critical thinking

Assessment Task

Team presentation

Criterion

CILO 3

Excellent (A+, A, A-)

Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.

Good (B+, B, B-)

Moderately analyse and evaluate various media strategies in managing public issues and social expectations.

Fair (C+, C, C-)

Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.

Marginal (D)

Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.

Failure (F)

Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.

Assessment Task

Team presentation

Criterion

CILO 4

Excellent (A+, A, A-)

Demonstrating very strong ability of making independent value judgement and critical thinking.

Good (B+, B, B-)

Demonstrating persuasive ability of making independent value judgement and critical thinking.

Fair (C+, C, C-)

Demonstrating sufficient ability of making independent value judgement and critical thinking.

Marginal (D)

Demonstrating little ability of making independent value judgement and critical thinking.

Failure (F)

Insufficient and unsatisfactory over judgement and critical thinking

Assessment Task

Final Exam

Criterion

CILO 1

Excellent (A+, A, A-)

Strong evidence of identifying and understanding the key concepts and principles in business studies.

Good (B+, B, B-)

Enough evidence of identifying and understanding the key concepts and principles in business studies.

Fair (C+, C, C-)

Evidence of identifying and understanding the key concepts and principles in business studies.

Marginal (D)

Little evidence of identifying and understanding the key concepts and principles in business studies.

Failure (F)

Deficient in presenting evidence over understanding of key concepts in business studies

Assessment Task

Final Exam

Criterion

CILO 2

Excellent (A+, A, A-)

Outstanding ability of critically thinking about the roles and functions of business in global societies nowadays.

Good (B+, B, B-)

Good ability of critically thinking about the roles and functions of business in global societies nowadays.

Fair (C+, C, C-)

Sufficient ability of critically thinking about the roles and functions of business in global societies nowadays.

Marginal (D)

Little ability of critically thinking about the roles and functions of business in global societies nowadays.

Failure (F)

Unsatisfactory in being able to critically thinking about the roles and functions of business in global societies.

Assessment Task

Final Exam

Criterion

CILO 3

Excellent (A+, A, A-)

Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.

Good (B+, B, B-)

Moderately analyse and evaluate various media strategies in managing public issues and social expectations.

Fair (C+, C, C-)

Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.

Marginal (D)

Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.

Failure (F)

Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.

Assessment Task

Final Exam

Criterion

CILO 4

Excellent (A+, A, A-)

Demonstrating very strong ability of making independent value judgement and critical thinking.

Good (B+, B, B-)

Demonstrating persuasive ability of making independent value judgement and critical thinking.

Fair (C+, C, C-)

Demonstrating sufficient ability of making independent value judgement and critical thinking.

Marginal (D)

Demonstrating little ability of making independent value judgement and critical thinking.

Failure (F)

Insufficient and unsatisfactory over judgement and critical thinking

Part III Other Information**Keyword Syllabus**

Business, social values, stakeholders, public issues, social expectations, corporate social responsibility, mass communication, global media, mass media influence, globalization, corporate culture, public relations, reputation management and crisis recovery, transparency & democracy, spin, lobbying, internet, ideologies, consumption.

Reading List**Compulsory Readings**

| Title | |
|-------|---|
| 1 | Retrieving data. Wait a few seconds and try to cut or copy again. |

Additional Readings

| Title | |
|-------|--|
| 1 | Burton, Graeme (2010) Media & Society. 2nd ed. London: McGraw-Hill & Open University Press. |
| 2 | Dominick, Joseph (2013) The Dynamics of Mass Communication: Media in Transition. 12th ed. Boston, MA: McGraw-Hill. |

Annex (for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

PILO 1: Demonstrate the capacity for self-directed learning

2, 3

PILO 3: Demonstrate critical thinking skills

1, 2, 4

PILO 6: Demonstrate effective oral communication skills

3, 4

PILO 7: Demonstrate an ability to work effectively in a team

3, 4

PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues

1, 2, 4

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task

The team assignment/project is suggested to be retained for this purpose.