

City University of Hong Kong

**Information on a Course
offered by College of Business
with effect from Semester A in 2008 / 2009**

Part I

Course Title: CEO Forum

Course Code: FB6814

Course Duration: Two semesters

Credit Units: 2

Level: P6

Medium of Instruction:

The normal medium of instruction and assessment is English. However, some guest speakers may use Chinese (Cantonese or Putonghua) and Chinese materials to deliver their talks due to subject area to be covered in the forum. Participants will be informed of the medium of language for each talk when invitation is sent to them.

To ensure that participants will meet the course requirement of attending 4 meetings of the Forum, at least 4 forums will be conducted in English in a year.

Prerequisites: NIL

Precursors: NIL

Equivalent Courses: NIL

Exclusive Courses: NIL

Part II

Course Aims

This course aims to give participants insights into the practical aspects of doing business by large corporations in Hong Kong and the Asia Pacific region as well as help participants build and enhance their business networking.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Recognize the key business trends and practices in the region	
2.	Identify business opportunities and threats in the region	
3.	Apply the management concepts or practices into participants' current business environment	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Seminars	
CILO 2	Forum Participation	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1	Individual Report	80%	
CILO 2	Participation	20%	

Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Part III

Keyword Syllabus

There will be five to six meetings in the CEO Forum spreading over Year 2 of EMBA and participants are required to attend at least 4 meetings. A renowned CEO from large corporations and multinationals will be invited to give presentation to the participants on a topic about his/her company in each meeting. Information about the invited guest speaker and his/her company (such as history of the company, annual reports, recent development and products etc.) have to be collected by the participants before the meeting. At the end of the talk, participants are requested to ask questions that are well prepared beforehand, discuss with the guest and interact with other participants. (Estimated time: 3.5 hours per meeting). Each participant has to produce a brief report giving critique about the talk and discussion.

Recommended Reading

Text(s)

Nil

Online Resources

Nil