

**City University of Hong Kong**  
**Course Syllabus**

**offered by College of Business**  
**with effect from Semester A 2015 / 2016**

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**Part I Course Overview**

<b>Course Title:</b>	Professional Forum
<b>Course Code:</b>	FB6702A
<b>Course Duration:</b>	Year-long
<b>Credit Units:</b>	1 for FB6702A (1 credit unit = 2 meetings)
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	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.
<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 give participants insights into the practical aspects of doing business in Hong Kong and the Asia Pacific region. It provides participants a platform to refresh and expand their business knowledge by dynamic interactions with our guest speakers, as well as enhancing their business networking.

### 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.	develop business sense and intelligence from the sharing of and the dynamic interactions with business leaders		X	X	
2.					
3.					
...					
		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. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1						
1.	Seminars, discussions, and reports	X						
...								

**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							
Continuous Assessment: 100%								
Participation	X						30%	Attendance, Professionalism, Participation on Q&A
Written Reports	X						70%	<p>A report giving critique about the content presented by the guest speaker and the discussion at the Forum is required. In the written report, participants also need to develop their arguments logically and rigorously. Simply mentioning the contents of the forum is not recommended.</p> <p>The reports can be done either individually or in group with maximum of 3 people in each group. For group reports, peer evaluations will be required.</p>
Examination: ____% (duration: _____, if applicable)							100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Participation	<ul style="list-style-type: none"> <li>Attends and pays attention in the forum.</li> <li>Participating into the Q&amp;A session.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the forum on time, even ahead of the time.</li> <li>Listening attentively in the forum. Actively participate in the Q&amp;A session.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the forum on time.</li> <li>Listening attentively and participate in the Q&amp;A session most of the time.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the forum a bit late.</li> <li>Listening attentively and participate in the Q&amp;A session some time only.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the forum late.</li> <li>Pay little attention with no participation in the Q&amp;A session.</li> </ul>	<ul style="list-style-type: none"> <li>Attends the forum very late.</li> <li>Did not pay attention with no participation in the Q&amp;A session.</li> </ul>
Written Report	Selecting and using contents presented by the guest speaker to investigate a point of view or conclusion.	Contents presented by the guest speaker are taken with enough interpretation / evaluation, to develop a comprehensive analysis or synthesis. Viewpoints of experts are questioned thoroughly.	Contents presented by the guest speaker are taken with enough interpretation / evaluation, to develop a coherent analysis or synthesis. Viewpoints of experts are subject to questioning.	Contents presented by the guest speaker are taken but not enough to develop a coherent analysis or synthesis. Viewpoints of experts are taken as mostly fact, with little questioning.	Contents presented by the guest speaker are taken without any interpretation/evaluation. Viewpoints of experts are taken as fact, without question.	Contents presented by the guest speaker and viewpoints of experts are not taken as fact.

**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.)*

MBA participants are required to attend at least 3 forums in each semester and a total of at least 6 forums for FB6702. Interested participants may opt to attend 2 more meetings as an elective course FB6702A. Guest speaker from a wide spectrum of industries and business professions will be invited to give presentation to the MBA 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.) has to be collected by the participants before the meeting. At the end of the talk, each participant is requested to ask questions that are well prepared beforehand, discuss with the guest and interact with other participants. Participants have to submit an individual or group report (max. 3 persons) giving critique about the talk and discussion for each forum attended.

**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.	
3.	
...	

**2.2 Additional Readings**

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

1.	Nil
2.	
3.	
...	