City University of Hong Kong
Course Syllabus

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

Part I   Course Overview

Course Title:	Business Case and Action-Based Study
Course Code:	FB6775C
Course Duration:	One Semester
Credit Units:	3 for FB6775C
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	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 (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%	X		
2.	Select appropriate methods and carry out analysis using relevant theory and method and make recommendation on the case study	40%		X	
3.	Ability to discuss and present the problems and final recommendation effectively	40%			X
		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	2	3	
1	Project based activities	X	X	X	
2					
3					

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			
Continuous Assessment: 100 %						
Final Case/ Project Presentation	X	X	X		30%	
Final Case/ Project Report	X	X	X		50%	
Participation	X	X	X		20%	
					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)
1. Final Case/Project Presentation	• Content of presentation • Quality of the visual aids and logical sequence of the presentation; • Timing, professionalism, and teamwork;	• Content of presentation shows excellent understanding of the course material; • Excellent quality of the visual aids and logical sequence of the presentation; • Excellent timing, professionalism, and teamwork;	• Content of presentation shows good understanding of the course material; • Good quality of the visual aids and logical sequence of the presentation; • Good timing, professionalism, and teamwork;;	• Content of presentation shows fair understanding of the course material; • Fair quality of the visual aids and logical sequence of the presentation; • Fair timing, professionalism, and teamwork;;	• Content of presentation shows poor understanding of the course material; • Poor quality of the visual aids and logical sequence of the presentation • Poor timing, professionalism, and teamwork;;	• Does not meet any of the criteria
2. Final Case/Project Report	• Understanding of the case; • Appropriate use of analysis method; • Breadth, depth and appropriate level of case analysis • Recommendation for the problems or opportunities identified.	• Excellent understanding of the business case; • Excellent use of analysis method; • Excellent breadth, depth and appropriate level of case analysis • Excellent Recommendation for the problems or opportunities identified.	• Good understanding of the business case; • Good appropriate use of analysis method; • Good breadth, depth and appropriate level of case analysis • Good Recommendation for the problems or opportunities identified.	• Fair understanding of the business case; • Some appropriate use of analysis method; • Fair breadth, depth and level of case analysis • Fair Recommendation for the problems or opportunities identified.	• Poor understanding of the business case; • Not so appropriate use of analysis method; • Poor breadth, depth and level of case analysis • Poor Recommendation for the problems or opportunities identified.	• Does not meet any of the criteria
3. Participation	• Listening and contribution	• Active listening and contribution to the discussion and critiques all the time	• Active listening and contribution to the discussion and critiques most of the time	• Active listening and contribution to the discussion and critiques moderately	• Active listening and contribution to the discussion and critiques occasionally	• Does not participate

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.	
3.	
…	

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

1.	Nil
2.	
3.	
…	