

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: Contemporary Business Topics / Issues

Course Code: FB6844

Course Duration: 4 Weeks, One Semester

Credit Units: 2

Level: P6

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

Course Aims

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 deeper appreciation of the role of business in society, together with an insight into alternative social and economic structures.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Challenge many implicit assumptions and accepted norms, with particular considerations of the implications of the various political, economical, social and technical issues operating within a market system.	

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	Case studies	
CILO 2	Discussions	
CILO 3	Participations	

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 written assignment	40%	
CILO 2	Group presentation and debate	15%	
CILO 3	Group project report	45%	

Grading of Student Achievement:

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

Individual lecturers may, at their discretion, adjust the distribution under "Assessment Tasks / Activities" according to participants' learning needs.

Part III

Keyword Syllabus

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

Recommended Reading

Textbooks:

- Post, Lawrence and Weber (2001), *Contemporary Business Issues with Readings*, McGraw Hill.

Cases for Discussion:

- Relevant business cases will be made available for use in this course.

Required Readings:

- Selected articles from relevant journals and magazines, including the Journal of Contemporary Business Issues.

References:

- Participants are recommended to regularly read leading local as well as international newspapers and magazines.

Online Resources