

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester B 2017 / 2018**

---

---

**Part I Course Overview**

<b>Course Title:</b>	Special Topics in Business
<b>Course Code:</b>	FB6776B
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	2 for FB6776B
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<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 address a number of special topics in 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.

### 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.	Understanding concepts and theories on the special topics	30%	√		
2.	Apply knowledge gained from class to analyse real life issues and develop problem solving skills	35%		√	
3.	Analyse and predict the outcome of strategic interactions among individual and/or firm	35%			√
...					
		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.	Lectures and readings for basic theories and concepts	√						
2.	In-depth class discussions on case study		√	√				
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%							
In class discussion and exercises	√	√	√			30%	
Case Studies and presentation	√	√	√			20%	
Quizzes and/or reports	√	√	√			50%	
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-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
In class discussion and exercises	Contribution to in-class discussion and exercises	Excellent understanding of key concepts and theories on the special topics. Actively participate in all discussions and exercises.	Good understanding of key concepts and theories on the special topics. Actively participate in most discussions and exercises	Able to understand key concepts and theories on the special topics. Actively participate in some discussions and exercises	Poor understanding of key concepts and theories on the special topics. Actively participate in few discussions and exercises	Unable to understand key concepts and theories on the special topics. Does not participate in class discussions and exercises
Case studies and presentations	Analysis and preparation on cases	Excellent understanding of key concepts and theories on the special topics. Able to analysis, synthesize and/or interpret as appropriate, strong evidence of original innovative and/or integrative thing; able to develop and communicate compelling arguments by using supporting evidence.	Good understanding of key concepts and theories on the special topics. Able to analysis, synthesize and/or interpret as appropriate, evidence of original innovative and/or integrative thing; able to develop and communicate compelling arguments by using supporting evidence.	Able to understand key concepts and theories on the special topics. Able to formulate and communicate some insights, viewpoints and suggestions / recommendation	Poor understanding of key concepts and theories on the special topics. Able to formulate and communicate few insights, viewpoints and suggestions / recommendation	Unable to address key concepts and theories on the special topics.
Quizzes and/or reports	Understanding business issues of the subject matters	Excellent understanding of key concepts and theories on the special topics. Able to analysis, synthesize and/or interpret as appropriate, strong evidence of original innovative and/or integrative thing; able to develop and communicate compelling arguments by using supporting evidence.	Good understanding of key concepts and theories on the special topics. Able to analysis, synthesize and/or interpret as appropriate, evidence of original innovative and/or integrative thing; able to develop and communicate compelling arguments by using supporting evidence.	Able to understand key concepts and theories on the special topics. Able to formulate and communicate some insights, viewpoints and suggestions / recommendation	Poor understanding of key concepts and theories on the special topics. Able to formulate and communicate few insights, viewpoints and suggestions / recommendation	Unable to address key concepts and theories on the special topics.

**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.)*

Contemporary business practices and issues

**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.	
...	