City University of Hong Kong
Course Syllabus

offered by Department of Electrical Engineering
with effect from Semester B in 2017/2018

Part I Course Overview

Course Title:	Studies on Electronics Industry in China and Asia Pacific
Course Code:	EE6612
Course Duration:	One Semester (13 weeks)
Credit Units:	3
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 at enabling the students to engage in depth studies on operation of electronics business and industry in China and in Asia Pacific countries such as Japan, South Korea or Taiwan.

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.	Identify the core operational aspects of different electronics business in China and Asia Pacific region, including company's strategies, infrastructure and policies.		✓	✓	✓
2.	Analyze the real-life environment about the management and organization, and trading practices of electronics industry by company visits in China and selected countries of Asia Pacific.		✓	✓	✓
3.	Summarize the general criteria and procedures for successful operation of electronics business and industry reflecting to what they learn in lectures, seminars, and the field visits.		✓	✓	✓
		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				
Lecture	Key concepts on operation of electronics business and industry in China and in Asia Pacific countries	✓	✓	✓				8 hours
Tutorial/ Seminar	Open discussion, after individual lecture, with the lecturer for exchanging opinions or inspiring ideas of the related topics	✓	✓	✓				13hours
Company visits	An instructional activity that allows students to meet an industrialist and learn about his or her work environment	✓	✓	✓				9 hours
Case studies	Students will be assigned a company for writing reports and presentations	✓	✓	✓				9 hours
Group activity report and discussion	Group activity reports to encourage students to summarize their personal experience and thought from what they have learned, and draw up their conclusions on the companies.	✓	✓	✓				
Presentation	Students will be given the opportunity to reflect on their experience and analyze what they have learned during their presentations.	✓	✓	✓				
Self-learning	Students are required to conduct literature research to identify their chosen companies for successful and failed business strategies	✓	✓	✓				

Discovery Learning Experience (DLE) is also a key to this course - via the case studies, company visits and seminars by the industrialists , together with supported with discussion with students to assess their progress; students are feed-backed on their quality of their case studies for progression. Some of the tutorials are in the form of seminars by the industrialists.

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: 40%								
At least 3 assignments (reports and oral presentations etc.)	✓	✓	✓				40%	
Examination: 60% (duration: 2hrs , if applicable)								
							100%	

Remark:

To pass the course, students are required to achieve at least 30% in course work and 30% in the examination.

A report on his/her **Directed Studies on Electronics Business and Industry Operation in China and Asia Pacific** has to be submitted to the Course Leader in completion of the studies. The assessment process will take the form of written reports and an oral presentation of his/her reports.

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)
1. Examination	Achievements in CILOs	High	Significant	Moderate	Basic	Not even reaching marginal level
2. Coursework	Achievements in CILOs	High	Significant	Moderate	Basic	Not even reaching marginal level

6. Constructive Alignment with Programme Outcomes

PILO	How the course contribute to the specific PILO(s)
1, 2, 3, 4, 5	The course provides students with amble opportunities in discovering the core operational aspects, including company's strategies, infrastructure and policies, their management and organization, and trading practices in the real-life environment. Getting mastery of these aspects via company visits provides the first hand knowledge to students on Electronics Business and Industry Operation in China and Asia Pacific.
6, 7	Students are required to complete the studies by summarizing their learning in a written report. Students will also acquire a mini-project-like management skills of the studies, including the field visits, in their reporting.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

This course includes lectures and seminars, and 9-hour company visits to electronic companies in China and Asia Pacific.

Major aspects in the study include:

- Recent development of Electronics industry in China and Asia Pacific countries.
- Impact of electronic technology development in China and the Asia Pacific countries to the world.
- Global economic and industrial relationship with China and the Asia Pacific countries.
- Innovation and Entrepreneurship in China and Asia Pacific countries.
- Innovation, Entrepreneurship, and global challenge.
- Organizational Structure and Engineering Management in the electronics industry.
- Law and Ethics.
- Foreign Investment Policy in the Electronics Industry in China and in the Asia Pacific.

The studies explore the core operational aspects, covering company's strategies, infrastructure and policies, their management and organization, and trading practices in the real-life environment. Getting mastery over the above aspects via company visits, in no doubt, serves as a source of first hand knowledge to students on Electronics Business and Industry Operation in China and the Asia Pacific. Upon completing this course, students will have a good insight and understanding of the general criteria and procedures regarding the operation of electronics *business and industry* in China and Asia Pacific.

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

2.2 Additional Readings

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

1.	China's Electronics Industry: The Definitive Guide for Companies and Policy Makers with Interest in China. Michael Pecht.
2.	The Economic Geography of the IT Industry in the Asia Pacific Region, Philip Cooke, Glen Searle, Kevin O'Connor.
3.	The directed studies supervisor shall recommend relevant books, publications and reference materials to the studies.