City University of Hong Kong Course Syllabus

offered by College of Business with effect from Semester A 2022/23

Part I Course Over	view
Course Title:	Professional Forum
Course Code:	FB6702
Course Duration:	Year-long Year-long
Credit Units:	3
Level:	P6
Medium of Instruction:	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.
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

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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. The Professional Forum (also known as SHARP Forum) is a thought-provoking and practice-driven platform where thriving business executives, prominent government officials, prestigious scholars, inspiring entrepreneurs, well-regarded celebrities, influential opinion leaders, pioneering specialists, and innovative practitioners are honorably invited by students or self-nominated to:

- **spread** inciting ideas, insightful perspectives, and inspirational experiences to the university community and interested public;
- **stretch** boundaries of novel concepts, evolving issues, and cutting-edge solutions via interactive discussions or open debates.

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		
			approp		
			A1	A2	<i>A3</i>
1.	organize and manage a successful forum events		√	✓	✓
2.	develop an effective marketing campaign and post event highlights		√	√	√
3.	develop business sense and intelligence from the sharing of and the dynamic interactions with business leaders		√	√	√
		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	CIL	CILO No.		Hours/week (if		
		1	2	3			applicable)
1.	Workshops	✓	✓	✓			
2.	Group work and sharing, and supervisor's coaching	√	√	√			
3.	Individual work	✓	✓	✓			

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%						
Group Proposal and Execution	✓	✓	✓		75%	
Individual Commentary and	√	\checkmark	√		25%	
Engagement						
Examination: <u>0</u> % (duration: , if applicable)						

100%

5. Assessment Rubrics

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

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent	Good	Marginal	Failure
		(A+, A, A-)	(B+, B)	(B-, C+, C)	(F)
Group Proposal and	Regular consultation with	Strong evidence of	Evidence of original	Some evidence of original	Little evidence of original
Execution	supervisors on event proposal,	original thinking; good	thinking; good	thinking; fair organization	thinking; fair organization
	and arrangements of an	organization of the forum	organization of the forum	of the forum event;	of the forum event; grasp
	successful forum event	event; evidence of	event; evidence of good	evidence of basis	the basis knowledge on
		extensive knowledge base	knowledge base on event	knowledge on event	event management.
		on event management.	management.	management.	
Individual	Ability to demonstrate integrated	Demonstrate excellent	Demonstrate good ability	Demonstrate fair ability to	Demonstrate poor ability
Commentary and	learning through Individual	ability to fully integrate	to moderately integrate	somewhat integrate	to integrate learning
Engagement	Commentary and Engagement	learning through	learning through	learning through	through individual
		individual commentary	individual commentary	individual commentary	commentary and
		and engagement	and engagement	and engagement	engagement
	Demonstrate active learning and	Proactively participate in	Proactively participate in	Occasionally active when	Reactively participate in
	sharing in professional manner	forum and workshop	forum and workshop	urged to participate in	forum and workshop
	throughout the process of	discussion by offering	discussion by offering	forum and workshop by	discussion by offering
	organizing the forum.	good ideas and asking	some good ideas and	offering some acceptable	very limited ideas and
		questions related to the	asking questions related to	ideas and asking limited	asking very few questions
		topic of the forum.	the topic of the forum.	questions related to the	related to the topic of the
				topic of the forum.	forum.
		Able to always present	Able to frequently present		
		and communicate good	and communicate good	Occasionally present and	Occasionally present and
		ideas excellently in oral	idea acceptably in oral	communicate acceptable	communicate ideas fairly
		format.	format.	ideas in oral format.	in oral format.

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent	Good	Fair	Marginal	Failure
		(A+, A, A-)	(B+, B, B-)	(C+, C, C-)	(D)	(F)
Group Proposal and	Regular consultation with	Strong evidence of	Evidence of original	Some evidence of	Little evidence of	No evidence of
Execution	supervisors on event proposal,	original thinking;	thinking; good	original thinking;	original thinking;	original thinking;
	and arrangements of an	good organization of	organization of the	fair organization of	fair organization of	poor organization of
	successful forum event	the forum event;	forum event;	the forum event;	the forum event;	the forum event;
		evidence of	evidence of good	evidence of basis	grasp the basis	unable to grasp the
		extensive knowledge	knowledge base on	knowledge on event	knowledge on event	basis knowledge on
		base on event	event management.	management.	management.	event management.
		management.				
Individual	Ability to demonstrate integrated	Demonstrate	Demonstrate good	Demonstrate fair	Demonstrate poor	Not able to
Commentary and	learning through Individual	excellent ability to	ability to moderately	ability to somewhat	ability to integrate	demonstrate learning
Engagement	Commentary and Engagement	fully integrate	integrate learning	integrate learning	learning through	through individual
		learning through	through individual	through individual	individual	commentary and
		individual	commentary and	commentary and	commentary and	engagement
		commentary and	engagement	engagement	engagement	
		engagement				
	Demonstrate active learning and	Proactively	Proactively	Occasionally active	Reactively	Do not participate in
	sharing in professional manner	participate in forum	participate in forum	when urged to	participate in forum	forum and workshop
	throughout the process of	and workshop	and workshop	participate in forum	and workshop	discussion and
	organizing the forum.	discussion by	discussion by	and workshop by	discussion by	asking no questions
		offering good ideas	offering some good	offering some	offering very limited	related to the topic
		and asking questions	ideas and asking	acceptable ideas and	ideas and asking	of the forum.
		related to the topic	questions related to	asking limited	very few questions	
		of the forum.	the topic of the	questions related to	related to the topic	Do not present and
			forum.	the topic of the	of the forum.	communicate ideas
		Able to always		forum.		at all.
		present and	Able to frequently		Occasionally present	
		communicate good	present and	Occasionally present	and communicate	
		ideas excellently in	communicate good	and communicate	ideas fairly in oral	
		oral format.	idea acceptably in	acceptable ideas in	format.	
			oral format.	oral format.		

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 students are required to attend at least four SHARP Forums including the one they organize to meet the attendance requirements. They will form groups to organize SHARP Forums as Organizing Committees by inviting guest speakers from a wide spectrum of industries and business professions to discuss on influential business topics to MBA students, CityU alumni and the public. Students are also required to work on the post-event management after the forum event and submit a one-page commentary.

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.)

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2.2 Additional Readings

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

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