

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester B 2024/25

Part I Course Overview

Course Title:	Business Case Analysis & Communication
Course Code:	MKT5651
Course Duration:	One Semester
Credit Units:	3
Level:	P5
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 inter-disciplinary course aims to help students achieve the core competencies that stem from a Discovery Enriched Curriculum (DEC) in a business context. Accordingly, the aims of the course are to facilitate students doing the following:

- Create new knowledge by cross-fertilizing functional knowledge into workable solutions for real business cases.
- Develop critical thinking skills independently and collaboratively in order to analyze and evaluate business and strategic issues in local and global business operations
- Communicate, orally and in writing, by providing students with the opportunities to communicate their creative solutions and action plans for implementing solutions to business and management problems
- Become life-long learners through the acquisitions of a range of generic transferable skills, including application of theories, principles and real-world knowledge, case analysis, communication and oral as well as written language, teamwork and leadership, to enable them to work individually and in teams as they make challenging business and management decisions.

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.	Analyze and design business and strategic management processes and implementation plans, and apply these strategies to enhance organizational performance and the effectiveness of organizational members.	20%	✓		
2.	Critically analyze and evaluate an organization's external and internal environment as well as its capabilities, including human capital, to gain a thorough understanding of the organization's external context and internal situation.	20%		✓	
3.	Describe, explain and integrate conceptual models & theories in business, management and marketing to appreciate the essential factors and criteria of assessment preceding formulating and implementing solutions to organizational problems.	20%		✓	
4.	Apply knowledge developed through comparison, analysis, evaluation, and integration to create solutions appropriate to an organization's external context and internal situation, and devise way to innovatively implement these solutions for the greater benefit of the	40%			✓

	stakeholders, including the organization and its members.				
		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 real-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. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Mini-lectures	Students will acquire knowledge about international and local business issues, including management, marketing, and other business topics. They will actively engage by responding to questions, discussing course readings, and contributing to explanations, evaluations, analyses, and applications.	✓	✓	✓	✓	
Case Analysis Discussion	Students will critically compare, analyze, and evaluate a firm's context and situation, providing tailored solutions based on their findings.	✓	✓	✓	✓	
Peer Review	Students will assess and provide feedback on the contributions of their peers, honing their skills in comparison, analysis, and evaluation.	✓	✓	✓	✓	
Student Case Presentation	Students will present a case study, showcasing their ability to apply, communicate, and demonstrate their knowledge, integration, and analytical skills.	✓	✓	✓	✓	

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	4		
Continuous Assessment: 100%						
<u>Individual Assignment</u> An individual assignment that requires students to conduct an in-depth analysis on at least a given business case	✓	✓	✓	✓	30%	
<u>Group Case Presentation</u> Students working in teams will present their analysis of a case using a case competition format.	✓	✓	✓	✓	35%	
<u>Attendance and participation</u> Attendance is mandatory. Failure to meet 70% of class sessions will result in a grade of F. Students are also expected to actively contribute in the business case discussions.	✓	✓	✓	✓	35%	
Examination: 0%					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 before Semester A 2022/23 and in Semester A 2024/25 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Individual Assignment	To test students' knowledge about major concepts. To test students' skills to analyze business cases with different frameworks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.Group Case Presentation	In the group project, students are required to choose a business case, analyze it, and make conclusions or suggestions for the business strategies accordingly. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate business concepts and strategies into real world situations. Peer evaluation will be conducted.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.Attendance and participation	Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, strategies, and their application in real business situations.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Individual Assignment	To test students' knowledge about major concepts. To test students' skills to analyze business cases with different frameworks.	High	Significant	Moderate	Not even reaching marginal levels
2.Group Case Presentation	In the group project, students are required to choose a business case, analyze it, and make conclusions or suggestions for the business strategies accordingly. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate business concepts and strategies into real world situations. Peer evaluation will be conducted.	High	Significant	Moderate	Not even reaching marginal levels
3.Attendance and participation	Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, strategies, and their application in real business situations.	High	Significant	Moderate	Not even reaching marginal levels

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.)

This course provides students with an opportunity to refine the critical skills of **effective oral and written presentation, decisiveness, and business / management expertise**. The course focuses on **learning-by-doing**. Students will **compare, analyse, and evaluate in order to recommend creative solutions and devise action plans to implement solutions to business and management problems. In so doing, student can develop** their abilities to present and **defend** their recommendations in an impactful and effective manner. There is a strong emphasis on **collaborative learning** through in-class case discussions and **teamwork** throughout 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.	Customized Textbook: Case Package (jointly prepared by MGT and MKT).
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2.2 Additional Readings

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

1.	Ellet, W. (2018). The Case Study Handbook, Revised Edition: A Student's Guide. . Boston: Harvard Business Press.
2.	Advanced textbooks on IB, HRM, marketing, and strategy.

3.	<u>Online Resources:</u> Information resources are freely available from the Internet. Students are encouraged to make use of the links to various business corporations and reports of relevant environmental impact on the corporations or their branch establishments in various countries. Numerous business periodical are also available on the internet. <u>Business Periodicals:</u> Relevant current and previous issues of periodicals and websites such as <i>Business Week</i>, <i>Fortune</i>, <i>Asian Wall Street Journal</i>, and <i>Harvest Business Review</i>. <table border="0"> <tr> <td>Wall Street Journal – Asia edition</td><td>http://asia.wsj.com/home-page</td></tr> <tr> <td>Business Week</td><td>www.businessweek.com</td></tr> <tr> <td>Forbes</td><td>www.forbes.com</td></tr> <tr> <td>Fortune</td><td>www.fortune.com</td></tr> <tr> <td>Harvard Business Review</td><td>www.hbsp.harvard.edu</td></tr> <tr> <td>Bloomberg Asia</td><td>http://www.bloomberg.com/news/asia/</td></tr> <tr> <td>BBC Asia Business News</td><td>http://www.bbc.co.uk/news/business/asia_business/</td></tr> </table>	Wall Street Journal – Asia edition	http://asia.wsj.com/home-page	Business Week	www.businessweek.com	Forbes	www.forbes.com	Fortune	www.fortune.com	Harvard Business Review	www.hbsp.harvard.edu	Bloomberg Asia	http://www.bloomberg.com/news/asia/	BBC Asia Business News	http://www.bbc.co.uk/news/business/asia_business/
Wall Street Journal – Asia edition	http://asia.wsj.com/home-page														
Business Week	www.businessweek.com														
Forbes	www.forbes.com														
Fortune	www.fortune.com														
Harvard Business Review	www.hbsp.harvard.edu														
Bloomberg Asia	http://www.bloomberg.com/news/asia/														
BBC Asia Business News	http://www.bbc.co.uk/news/business/asia_business/														