

FB6702: PROFESSIONAL FORUM

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Professional Forum

Subject Code

FB - College of Business (FB)

Course Number

6702

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Two Semesters

Credit Units

0-3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Other Languages

Other Languages for 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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Design a successful forum events		x	x	x
2	Demonstrate an effective marketing campaign and post event highlights		x	x	x
3	Apply business sense and intelligence from the sharing of and the dynamic interactions with business leaders		x	x	x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Workshops	In workshops, student will engage in discussion and improve their knowledge by engaging with other students' presentations.	1, 2, 3
2	Peer-discussion	Students will engage in structured discussion with peers to identify areas to improve on their returned assessment tasks.	1, 2, 3

3	Reflective Writing	Students will carry out reflective writing on what they have learnt in class to consolidate and deepen their knowledge.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Group Proposal and Execution	1, 2, 3	75	-	No
2	Individual Commentary and Engagement	1, 2, 3	25	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Group Proposal and Execution (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Regular consultation with supervisors on event proposal, and arrangements of an successful forum event

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization of the forum event; evidence of extensive knowledge base on event management.

Good

(B+, B, B-) Evidence of original thinking; good organization of the forum event; evidence of good knowledge base on event management.

Fair

(C+, C, C-) Some evidence of original thinking; fair organization of the forum event; evidence of basis knowledge on event management.

Marginal

(D) Little evidence of original thinking; fair organization of the forum event; grasp the basis knowledge on event management.

Failure

(F) No evidence of original thinking; poor organization of the forum event; unable to grasp the basis knowledge on event management.

Assessment Task

Individual Commentary and Engagement (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate integrated learning through Individual Commentary and Engagement

Excellent

(A+, A, A-) Demonstrate excellent ability to fully integrate learning through individual commentary and engagement

Good

(B+, B, B-) Demonstrate good ability to moderately integrate learning through individual commentary and engagement

Fair

(C+, C, C-) Demonstrate fair ability to somewhat integrate learning through individual commentary and engagement

Marginal

(D) Demonstrate poor ability to integrate learning through individual commentary and engagement

Failure

(F) Not able to demonstrate learning through individual commentary and engagement

Assessment Task

Individual Commentary and Engagement (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrate active learning and sharing in professional manner throughout the process of organizing the forum.

Excellent

(A+, A, A-)

Proactively participate in forum and workshop discussion by offering good ideas and asking questions related to the topic of the forum.

Able to always present and communicate good ideas excellently in oral format.

Good

(B+, B, B-)

Proactively participate in forum and workshop discussion by offering some good ideas and asking questions related to the topic of the forum.

Able to frequently present and communicate good idea acceptably in oral format.

Fair

(C+, C, C-)

Occasionally active when urged to participate in forum and workshop by offering some acceptable ideas and asking limited questions related to the topic of the forum. Occasionally present and communicate acceptable ideas in oral format.

Marginal

(D)

Reactively participate in forum and workshop discussion by offering very limited ideas and asking very few questions related to the topic of the forum.

Occasionally present and communicate ideas fairly in oral format.

Failure

(F)

Do not participate in forum and workshop discussion and asking no questions related to the topic of the forum.

Do not present and communicate ideas at all.

Assessment Task

Group Proposal and Execution (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Regular consultation with supervisors on event proposal, and arrangements of an successful forum event

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization of the forum event; evidence of extensive knowledge base on event management.

Good

(B+, B) Evidence of original thinking; good organization of the forum event; evidence of good knowledge base on event management.

Marginal

(B-, C+, C) Some evidence of original thinking; fair organization of the forum event; evidence of basis knowledge on event management.

Failure

(F) Little evidence of original thinking; fair organization of the forum event; grasp the basis knowledge on event management.

Assessment Task

Individual Commentary and Engagement (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate integrated learning through Individual Commentary and Engagement

Excellent

(A+, A, A-) Demonstrate excellent ability to fully integrate learning through individual commentary and engagement

Good

(B+, B) Demonstrate good ability to moderately integrate learning through individual commentary and engagement

Marginal

(B-, C+, C) Demonstrate fair ability to somewhat integrate learning through individual commentary and engagement

Failure

(F) Demonstrate poor ability to integrate learning through individual commentary and engagement

Assessment Task

Individual Commentary and Engagement (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Demonstrate active learning and sharing in professional manner throughout the process of organizing the forum.

Excellent

(A+, A, A-)

Proactively participate in forum and workshop discussion by offering good ideas and asking questions related to the topic of the forum.

Able to always present and communicate good ideas excellently in oral format.

Good

(B+, B)

Proactively participate in forum and workshop discussion by offering some good ideas and asking questions related to the topic of the forum.

Able to frequently present and communicate good idea acceptably in oral format.

Marginal

(B-, C+, C)

Occasionally active when urged to participate in forum and workshop by offering some acceptable ideas and asking limited questions related to the topic of the forum. Occasionally present and communicate acceptable ideas in oral format.

Failure

(F)

Reactively participate in forum and workshop discussion by offering very limited ideas and asking very few questions related to the topic of the forum.

Occasionally present and communicate ideas fairly in oral format.

Part III Other Information

Keyword Syllabus

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.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil