

FB6775A: BUSINESS CASE AND ACTION-BASED STUDY

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Business Case and Action-Based Study

Subject Code

FB - College of Business (FB)

Course Number

6775A

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students the opportunity to pursue new knowledge, skills, and technical problem solving opportunities by joining business case and action-based study.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Demonstrate in-depth understanding of the problems of a business related study	20	x		
2	Apply appropriate methods and describe analysis using relevant theory and method and make recommendation on the case study	40		x	
3	Discuss and explain the problems and final recommendation effectively	40			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	Project based activities	Students will engage in project-based activities to analyze real-world business cases and develop practical solutions.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Final Case/ Project Presentation	1, 2, 3	30	-	No
2	Final Case/ Project Report	1, 2, 3	50	-	No
3	Participation	1, 2, 3	20	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Final Case/Project Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- Content of presentation
- Quality of the visual aids and logical sequence of the presentation
- Timing, professionalism, and teamwork

Excellent

- (A+, A, A-) - Content of presentation shows excellent understanding of the course material
- Excellent quality of the visual aids and logical sequence of the presentation
 - Excellent timing, professionalism, and teamwork

Good

- (B+, B, B-) - Content of presentation shows good understanding of the course material
- Good quality of the visual aids and logical sequence of the presentation
 - Good timing, professionalism, and teamwork

Fair

- (C+, C, C-) - Content of presentation shows fair understanding of the course material
- Fair quality of the visual aids and logical sequence of the presentation
 - Fair timing, professionalism, and teamwork

Marginal

- (D) - Content of presentation shows poor understanding of the course material
- Poor quality of the visual aids and logical sequence of the presentation
 - Poor timing, professionalism, and teamwork

Failure

- (F) - Does not meet any of the criteria
-

Assessment Task

Final Case/Project Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- Understanding of the case
- Appropriate use of analysis method
- Breadth, depth and appropriate level of case analysis
- Recommendation for the problems or opportunities identified

Excellent

- (A+, A, A-) - Excellent understanding of the business case
- Excellent use of analysis method
 - Excellent breadth, depth and appropriate level of case analysis
 - Excellent recommendation for the problems or opportunities identified

Good

- (B+, B, B-) - Good understanding of the business case
- Good appropriate use of analysis method
 - Good breadth, depth and appropriate level of case analysis
 - Good recommendation for the problems or opportunities identified

Fair

- (C+, C, C-) - Fair understanding of the business case
- Some appropriate use of analysis method
 - Fair breadth, depth and level of case analysis

- Fair recommendation for the problems or opportunities identified

Marginal

- (D) - Poor understanding of the business case
- Not so appropriate use of analysis method
- Poor breadth, depth and level of case analysis
- Poor recommendation for the problems or opportunities identified

Failure

- (F) - Does not meet any of the criteria
-

Assessment Task

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

Criterion

Listening and contribution

Excellent

- (A+, A, A-) - Active listening and contribution to the discussion and critiques all the time

Good

- (B+, B, B-) - Active listening and contribution to the discussion and critiques most of the time

Fair

- (C+, C, C-) - Active listening and contribution to the discussion and critiques moderately

Marginal

- (D) - Active listening and contribution to the discussion and critiques occasionally

Failure

- (F) - Does not participate
-

Assessment Task

Final Case/Project Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- Content of presentation
- Quality of the visual aids and logical sequence of the presentation
- Timing, professionalism, and teamwork

Excellent

- (A+, A, A-) - Content of presentation shows excellent understanding of the course material
- Excellent quality of the visual aids and logical sequence of the presentation
- Excellent timing, professionalism, and teamwork

Good

- (B+, B) - Content of presentation shows good understanding of the course material
- Good quality of the visual aids and logical sequence of the presentation
- Good timing, professionalism, and teamwork

Marginal

- (B-, C+, C) - Content of presentation shows fair understanding of the course material

- Fair quality of the visual aids and logical sequence of the presentation
- Fair timing, professionalism, and teamwork

Failure

- (F) - Content of presentation shows a very poor understanding of the course material
- Poor quality of the visual aids and logical sequence of the presentation
 - Poor timing, professionalism, and teamwork
-

Assessment Task

Final Case/Project Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- Understanding of the case
- Appropriate use of analysis method
- Breadth, depth and appropriate level of case analysis
- Recommendation for the problems or opportunities identified

Excellent

- (A+, A, A-) - Excellent understanding of the business case
- Excellent use of analysis method
 - Excellent breadth, depth and appropriate level of case analysis
 - Excellent recommendation for the problems or opportunities identified

Good

- (B+, B) - Good understanding of the business case
- Good appropriate use of analysis method
 - Good breadth, depth and appropriate level of case analysis
 - Good recommendation for the problems or opportunities identified

Marginal

- (B-, C+, C) - Fair understanding of the business case
- Some appropriate use of analysis method
 - Fair breadth, depth and level of case analysis
 - Fair recommendation for the problems or opportunities identified

Failure

- (F) - Poor understanding of the business case
- Not so appropriate use of analysis method
 - Poor breadth, depth and level of case analysis
 - Poor recommendation for the problems or opportunities identified
-

Assessment Task

Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Listening and contribution

Excellent

- (A+, A, A-) - Active listening and contribution to the discussion and critiques all the time

Good

- (B+, B) - Active listening and contribution to the discussion and critiques most of the time

Marginal

(B-, C+, C) - Active listening and contribution to the discussion and critiques moderately

Failure

(F) - Poor listening and contribution to the discussion and critiques

Part III Other Information

Keyword Syllabus

Critical thinking, business knowledge, and strategic problem-solving potential through business case or project
Students will be allowed to take a maximum of 3 credit units for the course.

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Nil