

FB6775D: 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

6775D

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

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	Assessed on a Pass/ Fail basis	No
2	Final Case/ Project Report	1, 2, 3	50	Assessed on a Pass/ Fail basis	No
3	Participation	1, 2, 3	20	Assessed on a Pass/ Fail basis	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Final Case/Project Presentation

Criterion

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

Pass (P)

- (P) - 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

Failure (F)

- (F) - 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
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Assessment Task

Final Case/Project Report

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

Pass (P)

- (P) - Good understanding of the business case;
- Good use of analysis method;
- Good breadth, depth and appropriate level of case analysis
- Good Recommendation for the problems or opportunities identified.

Failure (F)

- (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
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Assessment Task

Participation

Criterion

- Listening and contribution

Pass (P)

- (P) - Active listening and contribution to the class discussion and critiques all the time

Failure (F)

- (F) - Rarely listening and contribution to the class discussion and critiques
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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