

FB6906P: C-SUITE CHALLENGE: AN IMMERSIVE STRATEGIC LEADERSHIP SIMULATION

Effective Term

Semester B 2025/26

Part I Course Overview

Course Title

C-Suite Challenge: An Immersive Strategic Leadership Simulation

Subject Code

FB - College of Business (FB)

Course Number

6906P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is an intensive two-day experiential course designed for EMBA participants who aspire to master strategic decision-making and enterprise leadership. Through a dynamic business simulation, participants are grouped into executive teams, each managing a virtual company in a highly realistic and competitive market environment.

Over the course of two full days, participants take on C-suite roles—CEO, CFO, CMO, COO—and make integrated decisions across all major business functions:

- **Strategic Planning:** Market positioning, product development, long-term investment
- **Marketing Management:** Pricing, advertising, channel strategy
- **Operations:** Capacity planning, inventory control, quality assurance
- **Financial Management:** Budgeting, financing, cash flow, financial analysis
- **Human Resources:** Recruitment, compensation, performance incentives

Teams navigate multiple simulated fiscal years, responding to shifting market demands, economic fluctuations, and competitive dynamics. The course emphasizes cross-functional collaboration, strategic foresight, and the cause-effect relationship between executive decisions and financial outcomes. By experiencing both success and failure in a risk-free environment, participants gain a holistic understanding of enterprise management and the challenges of leading in complex, fast-changing conditions.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand and analyze foundational principles of governance and various models and frameworks that define government structures and functions.		x	x	x
2	Evaluate and apply strategies for effective policy implementation, including assessing policy outcomes, identifying key performance metrics, and utilizing feedback mechanisms.		x	x	x
3	Develop and demonstrate ethical behaviour and accountability in public administration by exploring tools for ensuring government transparency and promoting ethical practices.		x	x	x
4	Critically assess contemporary issues such as digital transformation, globalization, and sustainability and their impact on governance and policy-making		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	Lectures and Classroom Discussions	Facilitate knowledge exchange and intellectual engagement between students and teachers. Through brainstorming, deepen understanding of specific topics, stimulate innovative thinking, enhance problem-solving skills, and develop teamwork and communication abilities, ultimately promoting academic research and personal growth.	1, 2, 3, 4	Intensive teaching over two days
2	Case Analysis	Through concrete and realistic scenario simulations, students gain a deep understanding of the practical application of theoretical knowledge, enhancing their problem-solving abilities, critical thinking, and teamwork skills.	1, 2, 3, 4	In-class participation and presentation, as well as out-of-class preparation.

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation and discussion	1, 2, 3, 4	50	-	Yes
2	One individual assignment	1, 2, 3, 4	20	-	Yes
3	One group project	1, 2, 3, 4	30	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

class discussion (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

Outstanding (A+, A, A-)

Good

High (B+, B, B-)

Fair

Satisfactory (C+, C, C-)

Marginal

Basic (D)

Failure

Not reaching marginal level (F)

Assessment Task

Individual assignment (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to apply theories introduced in class

Ability to resolve real-life issues.

Excellent

Outstanding (A+, A, A-)

Good

High (B+, B, B-)

Fair

Satisfactory (C+, C, C-)

Marginal

Basic (D)

Failure

Not reaching marginal level (F)

Assessment Task

Group project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions

Excellent

Outstanding (A+, A, A-)

Good

High (B+, B, B-)

Fair

Satisfactory (C+, C, C-)

Marginal

Basic (D)

Failure

Not reaching marginal level (F)

Assessment Task

class discussion (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

Outstanding (A+, A, A-)

Good

High (B+, B)

Marginal

Satisfactory (B-, C+, C)

Failure

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Assessment Task

Individual assignment (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

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Part III Other Information

Keyword Syllabus

- Business Simulation
- Strategic Decision-Making
- Executive Leadership
- Cross-Functional Integration
- Market Dynamics
- Financial Strategy
- Operational Management
- Team Collaboration
- Competitive Intelligence
- Experiential Learning
- Risk Management
- Scenario Planning
- Performance Metrics
- Innovation Strategy
- Corporate Governance
- Stakeholder Management
- Change Leadership
- Strategic Alignment

Reading List

Compulsory Readings

Title	
1	Lecture notes, newspaper clippings, and academic articles