

City University of Hong Kong

Information on a Course **offered by the College of Business** **with effect from Semester A in 2012 / 2013**

Part I

Course Title: CEO Forum

Course Code: FB8006

Course Duration: Seminars (26 hours)

Credit Units: 2

Level: R8

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.

To ensure that participants will meet the course requirement of attending 4 meetings of the Forum, at least 4 forums will be conducted in English in a year.

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: *(Course Code and Title)* Nil

Part II

Course Aims

To give participants insights into the practical aspects of doing business by large corporations in Hong Kong and the Asia Pacific region as well as help participants build and enhance their business networking. The main objective is to learn by experience sharing with CEOs and senior executives.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Recognize the key business trends and practices in the region.	
2.	Identify business opportunities and threats in the region.	
3.	Apply the management concepts or practices into participants' current business environment	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
1 - 3	Participation, in-class discussions and individual critique report	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

Coursework: 100% (including 20% participation and 80% individual report)

Participants are required to attend at least 4 meetings (about 3 hours per meeting) of the CEO Forum during their study of the taught component. A renowned CEO from large corporations and multinationals will be invited to give presentation to the participants on a topic about his/her company in each meeting. Information about the invited guest speaker and his/her company (such as history of the company, annual reports, recent development and products etc.) has to be collected by the participants before the meeting. At the end of the talk, participants are requested to ask questions that are well prepared beforehand, discuss with the guest and interact with other participants. Each participant has to produce a brief report giving critique about the talk and discussion.

Individual Participation: 20%

Individual participation and contribution at the Forum will be part of the assessment. Quality of input (not quantity) is the goal. Assessment will focus on participant's ability to provide organized and original contributions that reflect analysis and synthesis of the material presented.

Individual Report: 80%

Each participant has to submit an individual report (1,500 – 2,000 words) within 3 weeks after the Forum meeting. In the report, participants should give critique by developing their own arguments logically and rigorously about the content presented by the guest speaker and the discussion at the Forum.

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
	Coursework	100 %	

Grading of Student Achievement: Grading mode: (A+, A, A-.....F)