

FB8006I: CEO FORUM

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

CEO Forum

Subject Code

FB - College of Business (FB)

Course Number

8006I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Two Semesters

Credit Units

0-2

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

To give participants insights into the practical aspects of doing business by large corporations in Hong Kong, mainland 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)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Recognize the key business trends and practices in the region.		x	x	x
2	Identify business opportunities and threats in the region.		x	x	x
3	Apply the management concepts or practices into participants' current business environment.		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	LTA 1	Participation, in-class discussions and individual critique report	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Participation	1, 2, 3	20	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

2	Individual report	1, 2, 3	80	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
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Continuous Assessment (%)

100

Additional Information for ATs

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.

Assessment Rubrics (AR)**Assessment Task**

Participation

Criterion

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.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Individual report

Criterion

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.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information

Reading List