

**City University of Hong Kong
Course Syllabus**

**offered by Department of Management
with effect from Semester A 2018 / 19**

Part I Course Overview

Course Title:	Business, Media and Society
Course Code:	GE2231
Course Duration:	One Semester
Credit Units:	3
Level:	A2, B2
Proposed Area: <i>(for GE courses only)</i>	1 Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	None
Exclusive Courses: <i>(Course Code and Title)</i>	N/A

Part II Course Details

1. Abstract

(A 150-word description about the course)

In modern societies where social values change rapidly, public opinions around the business world have high expectations of corporations and their owners, governments, civil servants and public figures. Mass communication channels have also become increasingly influential and stakeholders shape many fast growing commercial media institutions. The interlocking relationships linking social values, public expectations, and the roles played by businesses and the media are the foci of this course. This course combines inter-disciplinary perspectives of business, mass communication and sociological theories to examine the triangular relationship among business, media and society. It aims to train students to use critical thinking skills and exercise independent judgement drawing upon their encounters involving global, Greater China and local social contexts. The course will use a combination of lectures and tutorials involving students' cases studies and presentation.

This course offers a general education for student to acquire competence in 'business and social environment assessment' and 'media literacy' to enable stakeholder analyses in contemporary society. At the end of the course students should be able to apply critical thinking, reading and presentation skills drawing on students' daily experience with scholarly readings, mass media contents including that of popular culture. More specific learning goals include their effective performance in the following aspects: 1. Weighing and evaluating information and evidences capturing aspects of business operation, social changes and information flow through the media, 2. Forming independent value judgement and thinking in a critical manner.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify key concepts in general business, mass communication theory and sociological analysis of business and society.			✓	
2.	Analyse critically the roles of business and media under a consumption culture within commercial societies.		✓		
3.	Analyse media strategies for businesses in managing public issues, stakeholderrelationships and social expectations.				✓
4.	Apply media literacy skills, reading, writing and presentation skills in forming independent judgement and good decision making in their daily lives.				✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Seminar	3-hour seminar format held by instructor mainly and not more than 2 guest speakers, is designed to introduce essential concepts and theories in the intersection of consumption culture, media theories and cultural studies.	✓	✓		✓			3hrs/week
Case Studies	make use of multi-media sources e.g. newspapers, magazines, and YouTube video, analyse critically significant cases (e.g., Octopus/MTR Abuse of Customer Data, Minimum Wage Fiasco, Conflict of Interest of ex-civil servants, celebrity scandals, plus other internationally well-known cases) for the purposes of group discussion and presentation.			✓				
Group Discussion	requires students to form into a team (about 6-7 students) and discuss thematic cases in class over a series of consecutive weeks between Weeks 6-11, integrating their own experience and learning to acquire broader knowledge on those thematic topics.	✓	✓		✓			
Team Presentation	aims to strengthen students' abilities of summarizing, reasoning and presenting, requires students forming a team, to extend the group discussion outcomes and to present their findings in class.		✓	✓				

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4				
Continuous Assessment: 60%								
Team Assignment		✓	✓	✓			30%	students will be randomly assigned for the purpose of the group discussion for

								‘thematic cases’. They are guided to analyse in an in-depth manner the relevant social and business phenomena, with a view of eventually providing a written report as a group.
Team Presentation			✓	✓				30% students would be expected to demonstrate the result of their analysis and concept application beyond the class discussion of the ‘thematic cases’. The final products <u>including the team assignment above</u> and the performance in the presentation would be graded. Feedbacks are given to students as part of formative assessment.
Examination: 40% (duration: 2 hours, if applicable)								
Final Exam	✓	✓	✓	✓				
								100%

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Grading of Team assignment						
	CILO 2	Outstanding ability of critically thinking about the roles and functions of business in global societies nowadays.	Good ability of critically thinking about the roles and functions of business in global societies nowadays.	Sufficient ability of critically thinking about the roles and functions of business in global societies nowadays.	Little ability of critically thinking about the roles and functions of business in global societies nowadays.	Unsatisfactory in being able to critically thinking about the roles and functions of business in global societies.
	CILO 3	Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.	Moderately analyse and evaluate various media strategies in managing public issues and social expectations.	Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.	Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.	Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.
	CILO 4	Demonstrating very strong ability of making independent value judgement and critical thinking.	Demonstrating persuasive ability of making independent value judgement and critical thinking.	Demonstrating sufficient ability of making independent value judgement and critical thinking.	Demonstrating little ability of making independent value judgement and critical thinking.	Insufficient and unsatisfactory over judgement and critical thinking
Team presentation						
	CILO 3	Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.	Moderately analyse and evaluate various media strategies in managing public issues and social expectations.	Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.	Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.	Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.

	CILO 4	Demonstrating very strong ability of making independent value judgement and critical thinking.	Demonstrating persuasive ability of making independent value judgement and critical thinking.	Demonstrating sufficient ability of making independent value judgement and critical thinking.	Demonstrating little ability of making independent value judgement and critical thinking.	Insufficient and unsatisfactory over judgement and critical thinking
Final Exam	CILO 1	Strong evidence of identifying and understanding the key concepts and principles in business studies.	Enough evidence of identifying and understanding the key concepts and principles in business studies.	Evidence of identifying and understanding the key concepts and principles in business studies.	Little evidence of identifying and understanding the key concepts and principles in business studies.	Deficient in presenting evidence over understanding of key concepts in business studies
	CILO 2	Outstanding ability of critically thinking about the roles and functions of business in global societies nowadays.	Good ability of critically thinking about the roles and functions of business in global societies nowadays.	Sufficient ability of critically thinking about the roles and functions of business in global societies nowadays.	Little ability of critically thinking about the roles and functions of business in global societies nowadays.	Unsatisfactory in being able to critically thinking about the roles and functions of business in global societies.
	CILO 3	Skilled in analysing and evaluating various media strategies in managing public issues and social expectations.	Moderately analyse and evaluate various media strategies in managing public issues and social expectations.	Fractionally analyse and evaluate various media strategies in managing public issues and social expectations.	Limitedly analyse and evaluate various media strategies in managing public issues and social expectations.	Fail to have analysed and evaluated various media strategies in managing public issues and social expectations.
	CILO 4	Demonstrating very strong ability of making independent value judgement and critical thinking.	Demonstrating persuasive ability of making independent value judgement and critical thinking.	Demonstrating sufficient ability of making independent value judgement and critical thinking.	Demonstrating little ability of making independent value judgement and critical thinking.	Insufficient and unsatisfactory over judgement and critical thinking

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Business, social values, stakeholders, public issues, social expectations, corporate social responsibility, mass communication, global media, mass media influence, globalization, corporate culture, public relations, reputation management and crisis recovery, transparency & democracy, spin, lobbying, internet, ideologies, consumption.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Wilcox, Dennis, Glen Cameron, Bryan Reber & Jae-Hwa Shin (2014) <i>THINK Public Relations</i> . London: Pearson. 2 nd edition.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Burton, Graeme (2010) <i>Media & Society</i> . 2 nd ed. London: McGraw-Hill & Open University Press.
2.	Dominick, Joseph (2013) <i>The Dynamics of Mass Communication: Media in Transition</i> . 12th ed. Boston, MA: McGraw-Hill.
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