

CB3020A: ADVANCED BUSINESS SEMINAR+

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Advanced Business Seminar+

Subject Code

CB - College of Business (CB)

Course Number

3020A

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

2

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

Nil

Part II Course Details

Abstract

The course is an expanded continuation of Advanced Business Seminar (CB3020), namely “Advanced Business Seminar +” (CB3020A), which is designed to provide undergraduate students with valuable insights into the diverse and ever-evolving world of business. It stands apart from traditional classroom learning experience by offering students the opportunity to learn directly from esteemed speakers who are experts in various industries within the business sector. Through a series of interactive sessions, the Advanced Business Seminar+ aims to further broaden students’ exposure to real-world advanced business practices from leaders’ and professionals’ perspectives. The seminar brings together accomplished practitioners from diverse industries, who share their practical experiences in business, lessons learned through problem-solving journey, and forward-looking industry insights. It is expected that students will realize their strengths and interests in various business disciplines, define career development direction, and plan for personal goal accomplishment, through the completion of the course and related assignments. This exposure goes beyond textbooks and lectures, providing students with valuable knowledge.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Demonstrate an understanding of advanced business practices and development from the perspective of business leaders and professionals.		x	x	
2	Explore and interpret current business practices and frontier business knowledge in the real-world setting		x	x	
3	Explore different options for career development within the business sector, identifying personal interests, strengths, and areas for growth, and making informed decisions regarding future professional endeavors.				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	Seminars/Workshops	Students will engage in a series of seminars led by distinguished speakers who share their expertise, experiences, and industry-specific insights, fostering a deeper understanding of the challenges and opportunities that exist in today's business landscape.	1, 2, 3	
2	Reflection Report	Students will submit (a) Two reflection reports on two selected seminars about the takeaways, and (b) An end-of-course essay addressing the 10-year development plan in terms of business knowledge/skills advancement, career development, and/or personal goal accomplishment.	2, 3	
3	In-class Discussion	Student will have active engagement during classroom activities, discussions, and exercises.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Attendance	1, 2, 3	50	-	No
2	Reflection Assignment	2, 3	40	-	No
3	Active Participation	1, 2, 3	10	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Students must successfully complete and pass all three assessment activities in order to obtain a passing grade in the course.

Assessment Rubrics (AR)

Assessment Task

Attendance of the Seminars/Workshops

Criterion

Attendance Rate

Pass (P)

Attain 80% or above attendance.

Failure (F)

Attain less than 80% attendance.

Assessment Task

Reflection Assignment: Two Reflection Reports on the attended seminars plus One End-of-course Essay.

Criterion

Ability to show the understanding of the discussed topics in the corresponding industries, and its connection with future career as well as personal development.

Pass (P)

Satisfactory

Failure (F)

Unsatisfactory

Assessment Task

Active Participation on the attended seminars

Criterion

Ability to demonstrate active participation in the attended seminars via online platform for Q&A sessions and/or interactive class activities.

Pass (P)

Satisfactory

Failure (F)

Unsatisfactory

Part III Other Information

Keyword Syllabus

Contemporary Business Topics, Sustainability, Corporate Governance, ESG Reporting, Green Initiatives, Sustainable Development Goals (SDGs), Economics Development, Sustainable Finance, Strategic Management, Market Analysis, Risk Management, Ethical Decision Making, Branding and Marketing Strategies, Data-driven Decision Making, Innovation and Disruption, Entrepreneurial Mindset, Digital Marketing, Organizational Culture, Generative AI

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Harvard Business Review
2	Forbes Magazine