

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**BUSI3811 Reading Course**

<b>GENERAL INFORMATION</b>	
Pre-requisites: ECON1210 Introductory Microeconomics; <i>and</i> ECON1280 Analysis of Economic Data <i>or</i> STAT1602 Business Statistics <i>or</i> STAT1603 Introductory Statistics	
Number of credits: 6	
Other important details: Students intended to take this course are required to submit the application form together with the approval from the proposed supervisor within the first two weeks of the semester. Students are advised to meet with their supervisors at least once per two weeks. A written paper must be completed and presented no later than the first day of the assessment period for that semester.	
<b>COURSE DESCRIPTION</b>	
This course is designed for BBA/BBA(A&F) year 3 or 4 students. It consists of supervised reading and written work. Students will specialize in one discipline under supervision of a faculty member of the Faculty of Business and Economics. A written paper is required in lieu of examination.	
<b>COURSE OBJECTIVES</b>	
<ol style="list-style-type: none"> <li>1. The course offers an opportunity for students to pursue an in-depth study of a specialized topic which is not offered in any courses by the Faculty.</li> <li>2. The course allows students to learn the latest issues and trends in business research.</li> </ol>	
<b>FACULTY GOALS</b>	
Goal 1: Acquisition and internalization of knowledge of the programme discipline	
Goal 2: Application and integration of knowledge	
Goal 3: Inculcating professionalism	
Goal 4: Developing global outlook	
Goal 5: Mastering communication skills	
Goal 6: Cultivating leadership	
<b>COURSE LEARNING OUTCOMES</b>	
<b>Course Learning Outcomes</b>	<b>Aligned Faculty Goals</b>
CLO1 Understand the concepts and theories in the proposed business discipline.	1 and 2 1, 2, 3 and 6
CLO2 Apply relevant business knowledge in making decisions.	3,4 and 6
CLO3 Integrate state-of-the-art technology and methodology in business research.	3, 4, 5 and 6

CLO4 Develop skills in analysing, synthesizing, writing and presenting concurrent business research.			
<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>			
<b>Course Teaching and Learning Activities</b>		<b>Expected contact hour</b>	<b>Study Load (% of study)</b>
T&L1. Consultation with supervisor		36	30
T&L2. Self Study		84	70
Total		120	100%
<b>Assessment Methods</b>			
<b>Assessment Methods</b>	<b>Brief Description (Optional)</b>	<b>Weight</b>	<b>Aligned Course Learning Outcomes</b>
A1. Written paper		100	
	Total	100%	
<b>STANDARDS FOR ASSESSMENT</b>			
<b>Course Grade Descriptors</b>			
A+, A, A-	Strong evidence of superb ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate, and synthesis.		
B+, B, B-	Strong evidence of the ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate, and synthesis.		
C+, C, C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course at low levels of learning such as describe and apply but not at high levels of learning such as evaluate and synthesis.		
D+, D	Evidence of basic familiarity with the subject.		
F	Little evidence of basic familiarity with the subject.		
<b>Assessment Rubrics for Each Assessment</b> (Please provide us the details in a separate file if the space here is not enough)			
Same as Course Grade Descriptors			
<b>COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE</b>			

Subject to mutual agreement with supervisor

**REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS** (e.g. journals, textbooks, website addresses etc.)

Subject to mutual agreement with supervisor

**MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE**

- conducting mid-term survey in additional to SETL around the end of the semester
- Online response via Moodle site
- Others: Direct communication with the supervisor (please specify)

**COURSE POLICY** (e.g. plagiarism, academic honesty, attendance, etc.)

The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

Academic dishonesty is behaviour in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

- Plagiarism – The representation of someone else’s ideas as if they are one’s own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one’s own work. Paraphrasing of someone else’s ideas is still using someone else’s ideas, and must be acknowledged.

**ADDITIONAL COURSE INFORMATION** (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

To: BBA/ BBA (Acc&Fin) Programme Director  
Faculty of Business and Economics, The University of Hong Kong

RE: **BUSI3811 Reading Course**

**A. To be completed by student**

I have read the "Important Notes to Students" on this form. I would like to submit my application for enrolment in the Reading Course (course code: \_\_\_\_\_) for the first / second/ summer\* semester of \_\_\_\_\_ (academic year).

Name of Student: \_\_\_\_\_ Univ. No.: \_\_\_\_\_ Curriculum: \_\_\_\_\_

Contact Tel. No.: \_\_\_\_\_ Email: \_\_\_\_\_

Topic of study for the paper: \_\_\_\_\_

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**(Copy of transcript or grades of all courses taken at HKU must be attached to this form.)**

Signature of Student: \_\_\_\_\_ Date: \_\_\_\_\_

**B. To be completed by supervisor**

I have read the "Important Notes to Supervisors" on this form. I agree to be the supervisor of the above student in BUSI3811 Reading Course.

Name of Supervisor: \_\_\_\_\_ Signature of Supervisor: \_\_\_\_\_

**C. For Faculty's use only**

Decision by BBA/ BBA (Acc&Fin) Programme Director: Approved/ Disapproved\*

\*delete where appropriate

Remarks: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### D. Important Notes to Students

1. The course consists of supervised reading and written work. It is the sole responsibility of the student to identify a full-time faculty member from the Faculty of Business and Economics who is willing to serve as his/her supervising professor.
2. You may specialize in one topic under the supervision of faculty members of the Faculty of Business and Economics. You are advised to contact/meet with your supervisor at least once per two weeks to update your research progress, and to get some advices and to make sure your work is on the right track. An original project paper is required in lieu of a written paper in the Examination.
3. The prerequisite for BUSI3811 Reading Course is: ECON1210 Introductory Microeconomics; *and* ECON1280 Analysis of Economic Data *or* STAT1602 Business Statistics *or* STAT1603 Introductory Statistics.
4. If you intend to take this course, you should enroll the course in the Student Information System during ~~the course enrolment period or add-drop period in the 1<sup>st</sup> or 2<sup>nd</sup> semester~~ or summer semester. In addition, this form must be completed, together with a copy of your transcript, and returned to the Faculty Academic Area Administration Office (Room 1305, K. K. Leung Building) no later than the last day of course selection period of each semester, or during the add-drop period. Failure to return this form will result in disapproval of course enrollment.

<b>Enrollment Semester</b>	<b>Last Day of Course Selection Period</b>
1	August 10, 2021 4:00 PM
2	January 31, 2022 1:00 PM
Summer	June 21, 2022 4:00 PM

5. The number of words required for a project paper is **10,000**. You are suggested to submit a **preliminary version** of your project paper to your supervisor **at least two weeks before the submission deadline** which would allow sufficient time for your supervisor to give comments for further improvement of your paper.
6. The submission deadline of the paper is the first day of assessment period of the enrolled semester. Apart from **the project paper**, you are also required to submit **a Turnitin report**. Please submit hard copy of the two documents to the Faculty Academic Area Administration Office (Room 1305, K.K. Leung Building) for onward submission to the supervisor for grading.

<b>Enrollment Semester</b>	<b>First Day of Assessment Period</b>
1	December 8, 2021 23:59
2	May 9, 2022 23:59
Summer	August 15, 2022 23:59

7. Instructions of generating the Turnitin Report
  - (a) Visit the Library's website at <http://lib.hku.hk/turnitin/students.html> for information of the account set-up and user manual.
  - (b) Enter the Turnitin webpage <http://www.turnitin.com>

(c) Create your student account with the following information:

- Class ID: **29752119**  
(Effective period: September 1, 2021 – August 30, 2022)
- Class Name: **UG Papers 2021-22**
- Enrollment Password: **ug20212022**

(d) Upload the final version of your paper to the Turnitin system.

(e) Generate the Turnitin Report.

(f) Print out the Turnitin Report, and submit it together with your paper to the Faculty Academic Area Administration Office (Room 1305, K.K. Leung Building).

### **E. Important Notes to Supervisors**

1. The course offers opportunities for students to undertake research and to write up a project paper under the supervision of faculty members of the Faculty of Business and Economics.
2. In completion of BUSI3811 Reading Course, students are required to submit a project paper of 10,000 words together with a Turnitin report for assessment.
3. Responsibilities of Supervisors:
  - (a) Help the student to define the topic of study for the project paper;
  - (b) Provide close guidance to the student and monitor the student's progress through to completion of the Reading Course;
  - (c) Have regular meetings with the student at which all matters relating to the project paper can be discussed;
  - (d) Give comments on the preliminary version of the project paper to help the student to further improve the paper; and
  - (e) Give a final grade on the project paper and return the paper together with the Turnitin report to the Faculty Academic Area Administration Office (Room 1305, K.K. Leung Building) for the Faculty's retention. The deadline for submission of the grade will be the last day of the assessment period of the enrolled semester.

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4. The Faculty Academic Area Administration Office is responsible for collecting the project paper and the Turnitin report from students. The student's submission will be passed to the respective supervisor for grading