

Subject Code	MM6201 / MM6202 / MM6203 / MM6204
Subject Title	Research Seminars in Management and Marketing I / Research Seminars in Management and Marketing II / Research Seminars in Management and Marketing III / Research Seminars in Management and Marketing IV
Credit Value	1 / 1 / 1 / 1
Level	6
Normal Duration	2-semester / 2-semester / 2-semester / 2-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	Provide students with opportunities to gain research experience through research seminar attendance
Subject Learning Outcomes <i>(Note 1)</i>	Upon completion of the subject, students will be able to: a. understand the “cutting edge” topics and literature in the field of management and marketing b. integrate theories and practices; c. demonstrate an ability to critique research methodologies and findings in the management and marketing literature.
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	To earn one credit, students are required to attend at least 10 research seminars per academic year, in addition to workshops/ conferences, and to submit a report to the Chief Supervisor of no less than 1,500 words (excluding references) on one of the attended seminars every academic year. The research seminars may or may not be organized by the host department and are expected to last not less than an hour each. The topic of the seminar reported on should not be related directly to the thesis title of the student.
Teaching/Learning Methodology <i>(Note 3)</i>	Chief Supervisors are required to assess the report with a pass or fail grade. Students who fail to submit a report to the satisfaction of their Chief Supervisors are required to make a re-submission until a pass grade is obtained. The Chief Supervisors have to pass the records of the seminars attended by their students and the reports with a pass grade to the Research Office of the University for custody at the end of each academic year.

Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.		
	Continuous Assessment	100%					
	Records of the seminars attended & a report of no less than 1,500 words (excluding references) on one of the attended seminars		✓	✓	✓		
	Total	100 %					
<p>To pass this subject, students are required to obtain Pass in the Continuous Assessment components.</p> <p>Students are recommended to complete one credit per year for completing the requirement, with an overall assessment grade of Pass and Fail. The total credits to be earned by the 3-year PhD students will be three credits and the 4-year students four credits. Two credits are required for the MPhil exit award.</p> <p>However, as deemed appropriate by the Chief Supervisor, they will be allowed to complete at most two credits per year to fulfill the research seminar credit requirement.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p>							
Student Study Effort Expected	Class contact:						
	▪ Research Seminars		10 Hrs.				
	Other student study effort:						
	▪ Preparation for seminars & reports		20 Hrs.				
	Total student study effort		30 Hrs.				
Reading List and References	Subject to the contents of each attended research seminar						