

COM6601: CAPSTONE PROJECT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Capstone Project

Subject Code

COM - Media and Communication

Course Number

6601

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

Two Semesters

Credit Units

0-3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to enable students to consolidate and develop the knowledge and skills acquired in the programme. In undertaking the project, students are expected to undertake an original piece of group research in the field of media and

communication, with different theoretical perspectives and solid empirical methods. Students will work in groups on a topic of their choice.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Define a topic for study, including generating a research question		x		
2	Critically review the related literature cases and theoretically synthesize them		x	x	
3	Design and implement plans to collect relevant data			x	
4	Discover new knowledge concerning the identified issues in media and communication			x	
5	Communicate effectively the new knowledge related to the identified urban management issues			x	x
6	Work effectively in a team		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	Group meeting	Regular meetings between the project group and the supervisor	1, 2, 3, 4, 5, 6	
2	Execution of the project	Comprehensive literature review and execution of a hypothesis-driven research project	1, 2	
3	Presentation of the findings	In-class presentation of the research findings	5, 6	
4	Writing the final report	Writing a paper that follows an academic format	1, 2, 3, 4, 5, 6	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Project proposal and presentation	1, 2, 5, 6	40	
2	Final report	1, 2, 3, 4, 5, 6	50	
3	Participation and contribution	1, 2, 3, 4, 5, 6	10	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Project proposal and presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate the knowledge and skills required to undertake an original and innovative research project

Excellent

(A+, A, A-) Demonstrate the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Good

(B+, B, B-) Some indication of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Fair

(C+, C, C-) Limited ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Marginal

(D) Minimal ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Failure

(F) No demonstration of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Assessment Task

Final report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to effectively communicate research findings in an academic format

Excellent

(A+, A, A-) Demonstrate the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Good

(B+, B, B-) Some indication of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Fair

(C+, C, C-) Limited ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Marginal

(D) Minimal ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Failure

(F) No demonstration of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Assessment Task

Participation and contribution (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to contribute to the group projects and/or discussions in the class

Excellent

(A+, A, A-) Demonstrate a significant contribution to the group projects and/or discussions in the class

Good

(B+, B, B-) Some contribution to the group projects and/or discussions in the class

Fair

(C+, C, C-) Limited contribution to the group projects and/or discussions in the class

Marginal

(D) Minimal contribution to the group projects and/or discussions in the class

Failure

(F) No demonstration of contribution to the group projects through in-class discussion

Assessment Task

Project proposal and presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate the knowledge and skills required to undertake an original and innovative research project

Excellent

(A+, A, A-) Demonstrate the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Good

(B+, B) Some indication of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Marginal

(B-, C+, C) Limited ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Failure

(F) No demonstration of the ability to conduct a systematic literature review and integrate theories to derive appropriate hypotheses

Assessment Task

Final report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to effectively communicate research findings in an academic format

Excellent

(A+, A, A-) Demonstrate the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Good

(B+, B) Some indication of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Marginal

(B-, C+, C) Limited ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Failure

(F) No demonstration of the ability to generate new social scientific knowledge through empirical analysis and to present it appropriately

Assessment Task

Participation and contribution (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Class contribution and participation

Excellent

(A+, A, A-) Demonstrate a significant contribution to the group projects and/or discussions in the class

Good

(B+, B) Some contribution to the group projects and/or discussions in the class

Marginal

(B-, C+, C) Limited contribution to the group projects and/or discussions in the class

Failure

(F) No demonstration of any contribution to the group projects and/or discussions in the class

Part III Other Information**Keyword Syllabus**

Supervised group project; literature review; hypothesis-driven research project; qualitative and quantitative research methods; academic presentation and writing

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Nil