

**The Hong Kong University of Science & Technology  
School of Business and Management**

**GBUS 2040 Environmental, Social, and Governance (ESG) Corporate Project  
Fall 2025**

**Course Syllabus**

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Course Website: <https://canvas.ust.hk/courses/65085>

### **Course Description**

This is a required course for Global Business students to cultivate their **E**nvironmental, **S**ocial, and **G**overnance (ESG) interest and commitment. In this project-based course, students will work with organizations (e.g., non-governmental organizations (NGO) or small and medium enterprises (SME)) to explore potential ESG strategies and initiatives to effect positive changes. This course is one-credit and is graded on a P/F basis.

### **Class Schedule**

There is no scheduled class time except for meetings with the partner organizations. Students are expected to take the initiative in managing project meetings and activities among team members. Students are expected to observe the deadlines for project deliverables and to seek advice and feedback from the Course Coordinator proactively.

### **Intended Learning Outcomes**

Upon completion of this course, students should be able to:

1. Understand and analyze ESG needs and issues from various stakeholders' perspectives
2. Propose appropriate initiatives or strategies to address organizations' ESG-related needs
3. Work effectively in teams and with organization executives in ESG-related projects

### **Benefits of the ESG Corporate Project**

Through the project:

- Organizations can solicit ESG ideas and solutions and help nurture business students and identify potential interns or employees.
- GBUS Program can expose GBUS students to ESG concepts, a focus in various sectors and industries.
- Students have the opportunity for experiential learning and experience working with organizations to address pressing ESG issues.

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### Role and Responsibilities of Partner Organizations

Each partner organization will define the scope of the ESG project in discussion with HKUST Global Business Program and appoint an executive as the Project Supervisor to meet with students on a regular basis, keep track on the project progress, and participate in the project presentations. The organization will also provide feedback and suggestions to students at the conclusion of the project.

### Course Requirements

Students are expected to play an active and leadership role in both preparing reports and conducting presentations to the organization within 12 weeks and devote a minimum of 40 hours to achieving the course intended learning outcomes. Each team should consist of **four to five members**.

1. **An initial group proposal** to make sure you have a good understanding of and kickstart the project in the correct direction.
2. **A final group presentation** scheduled by the partner organization and Course Coordinator.
3. **A final group report** for the partner organization.
4. **An individual self-reflection paper**.

### Assessment and Mapping of Course ILOs to Assessment Tasks

This course will be assessed using criterion-referencing and grades will not be assigned using a curve. Detailed rubrics for each assignment are provided below, outlining the criteria used for evaluation.

Criteria	Percentage	Mapped ILOs
Interim Report	15%	ILO1, ILO3
Final Presentation by Client	25%	ILO1, ILO2, ILO3
Final Presentation by Instructor	25%	ILO1, ILO2, ILO3
Final Report	20%	ILO1, ILO2, ILO3
Self-Reflection Paper	15%	ILO1, ILO2, ILO3
<b>Total</b>	<b>100%</b>	

### Grading

The passing grade will be 40%. To fulfill the graduation requirements for GBUS, students who receive an F grade in the course may repeat the course once.

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**Grading Rubrics**

<b>Criteria</b>	<b>Excellent</b>	<b>Proficient</b>	<b>Developing</b>	<b>Needs Improvement</b>
<b>Content &amp; Analysis</b>	Deep, insightful analysis; well-researched with strong evidence.	Clear analysis with good research; minor gaps.	Surface-level analysis; limited research.	Lacks critical analysis; insufficient research.
<b>Creativity &amp; Innovation</b>	Unique solutions; exceptional originality.	Demonstrates creativity; some novel ideas.	Minimal innovation; relies on conventional approaches.	Lacks originality; repetitive or derivative.
<b>Collaboration &amp; Teamwork</b>	Excellent teamwork; balanced contributions.	Good collaboration; occasional imbalances.	Uneven participation; some disengagement.	Poor teamwork; dominant or passive members.
<b>Presentation/ Professionalism</b>	Polished delivery; clear, engaging, and error-free.	Effective communication; minor issues.	Basic delivery; lacks clarity or flow.	Unprepared; confusing or unprofessional.
<b>Timeliness &amp; Adherence</b>	Meets all deadlines; follows guidelines perfectly.	Minor delays or deviations.	Multiple delays or guideline issues.	Missed deadlines; ignores requirements.

**Final Grade Descriptors**

<b>Grades</b>	<b>Short Description</b>	<b>Elaboration on subject grading description</b>
P	Pass	Possesses adequate knowledge of core subject matter, competence in dealing with familiar problems, and capacity for analysis and critical thinking. Shows persistence and effort to achieve broadly defined learning goals.
F	Fail	Demonstrates insufficient understanding of the subject matter and lacks the necessary problem-solving skills. Shows limited ability to think critically or analytically and exhibits minimal effort towards achieving learning goals.

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### **Course AI Policy**

Generative AI transforms many aspects of our professional lives and will be integrated into all aspects of the course. It will be allowed but restrictive on its professional usage.

### **Communication and Feedback**

Assessment of interim report and final presentation will be communicated within two weeks of submission. Feedback on assignments will include strengths and areas for improvement. Students who have further questions about the feedback, including marks, should consult the instructor within five working days after the feedback is received.

### **Resubmission Policy**

Unless otherwise specified, there will be no resubmission for the assessment tasks due to the project timeline constraints and clients' participation.

### **Required Texts and Materials**

All required readings and materials can be accessed via Canvas.

### **Academic Integrity**

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to [Academic Integrity | HKUST – Academic Registry](#) for the University's definition of plagiarism and ways to avoid cheating and plagiarism.

### **Other Supporting Materials**

Microlearning series for FYP is offered by Center for Language Education (CLE) at HKUST. It is a set of self-accessed tools to learn different important skillsets that can be used in the project period.

### **Declaration**

The Course Instructor and GBUS Program Office reserves the final right to revise the syllabus as needed.

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### Course Schedule, Deliverable Details and Timeline

Week	Timeline and Deliverables	Date	Venue
1	Course Introduction by Course Coordinator	Sep 5 (Fri) 18:00	LSK1003
2	Kick-off Meeting with Client	Sep 16 (Tue) 18:30	LSK1003
3	Work in Progress		
4	Initial Proposal Submission	Oct 1 (Wed) 23:59	Canvas
5	First Progress Meeting with Course Coordinator (initiated by student teams)	Between Oct 6 to 10	
6	Work in Progress		
7	Interim Report Submission	Oct 21 (Tue) 23:59	Canvas
8	Feedback from Client Partner	By Oct 31 (Fri)	Email
9	Second Progress Meeting with Course Coordinator (initiated by student teams)	Between Nov 3 to 7	
10-11	Work in Progress		
12	Final Presentation with Client	Nov 27 (Thu) 18:30	LSK1001
Wrap-Up	Final Report and Self-reflective Paper Submission	Nov 29 (Fri) 23:59	Canvas

### Background of Partner Organization for Fall 2025

#### **Hong Kong Green Finance Association (HKGFA)** (<https://www.hkgreenfinance.org/>)

The Hong Kong Green Finance Association (HKGFA) brings together the talent and expertise of financial institutions and green businesses in Hong Kong. The aim and mission of the HKGFA is to gather industry experts and provide policy suggestions to the HKSAR Government and other regulators in developing green finance in the city. Founded in September 2018, Hong Kong Green Finance Association (HKGFA) creates a platform that offers channels and opportunities to facilitate the development of green finance and sustainable investments in Hong Kong and beyond. It aims to mobilize both public and private sectors resources and talents in developing green finance policies, to promote green finance business and product innovation within financial institutions.

HKGFA's main goal is to position Hong Kong as a leading international green finance hub by providing greater access and opportunities for Hong Kong's financial institutions to participate in green financing transactions locally, in Mainland China and in markets along the Belt & Road. This is in line with the global trend of implementing the UN sustainable development goals and the Paris Agreement. HKGFA's key activities are organized through five working groups, namely Banking – Financing the Transition Product Innovation and Solutions, Sustainability – Related Disclosures, Policy and Standards, Greater Bay Area Green Finance Alliance, and Real Estate.

#### **ESG Focus**

Environment (E), Governance (G)

#### **Project Type**

Green Dim Sum Bond or Panda Bond