

OCES 3005 Blue Economy

Course Syllabus

This syllabus outlines the aims, learning outcomes, assessment structure, weekly topics, course policies, and grading criteria for OCES 3005 Blue Economy.

Course Code	OCES 3005
Credits	3
Pre-requisites / Co-requisites	None
Instructor	Stanley Lau
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Office Hours	By appointment

Course Description

This course introduces the Blue Economy as the sustainable use of ocean resources to support economic development, livelihoods, and employment while protecting ocean ecosystem health. Students will examine major Blue Economy sectors, evaluate the opportunities and trade-offs associated with marine resource use, and consider the policies and governance frameworks needed to promote long-term sustainability.

Intended Learning Outcomes (ILOs)

By the end of this course, students should be able to:

- **Understand** the concept and scope of Blue Economy;
- **Assess** the sustainability of various marine resource uses for economic benefits;
- **Propose** innovative solutions for sustainable ocean resources utilization and management;
- **Communicate** Blue Economy concepts effectively to non-specialist audiences, including policymakers and the general public, using accessible language and appropriate visual aids.

Course schedule

The schedule of learning topics and assessment tasks are provided in Appendix I

Required Texts and Materials

Lecture slides and supplementary reference materials will be uploaded to Canvas before each lecture.

Assessment and Grading

This course uses criterion-referenced assessment; grades will not be assigned on a curve. The rubrics below describe the criteria used to evaluate each assignment.

Assessment Tasks

Date	Assessment Task	% of Final Grade
Field trip	Attendance	5
Throughout the course	Concept Check Q&A on Mentimeter	50
13 & 15 Oct	Infographic Presentation	10
19, 24 & 26 Nov	Final Presentation	15
4 Dec (due date)	Written Report	20

* Marks will be released on Canvas within two weeks after each individual assessment task.

Mapping of Course ILOs to Assessment Tasks

Assessed Task	ILOs	Explanation
Concept Check Q&A	1, 2	These quizzes will assess students' understanding of the materials taught during lectures.
Infographic Presentation	3, 4	This 3-minute elevator-pitch infographics presentation will assess students' ability to propose innovative ideas for the sustainable utilization and management of ocean resources. It emphasizes creativity and the clear, concise communication of these ideas to a non-specialist audience.
Final Presentation & Written Report	3, 4	The final presentation and written report require students to demonstrate a comprehensive grasp of course material, apply Blue Economy concepts to practical situations, and communicate their ideas clearly to both specialist and non-specialist audiences.

Grading Rubrics

Assessment Task	Rubrics
Concept Check Q&A	No rubrics — multiple-choice and short answer questions.
Infographic Presentation	See Appendix II
Final Presentation	See Appendix III
Written Report	See Appendix IV

Final Grade Descriptors

Grade	Description	Performance Criteria
A	Excellent	Demonstrates an outstanding grasp of Blue Economy concepts and the challenges of balancing economic gains with long-term ocean sustainability. Exhibits exceptional creativity in proposing innovative approaches and proficiently communicates ideas through oral presentations and written reports.
B	Good	Demonstrates a strong understanding of Blue Economy concepts and sustainability challenges. Exhibits a high level of creativity in proposing innovative approaches and effectively communicates ideas through oral presentations and written reports.
C	Satisfactory	Demonstrates a basic grasp of Blue Economy concepts and sustainability challenges. Demonstrates some creativity in proposing approaches and possesses basic skills to communicate ideas through oral presentations and written reports.
D	Marginal Pass	Exhibits a basic grasp of the subject matter but has difficulty evaluating techniques and communicating findings effectively.
F	Fail	Lacks fundamental understanding of Blue Economy concepts, marine resource sustainability, and approaches to evaluating ocean resource use. Unable to communicate information effectively and coherently.

Course AI Policy

Students may use generative AI in assessment tasks, but they must acknowledge and credit any AI assistance they use. Failure to provide appropriate acknowledgement will be treated as academic misconduct.

Please refer to the university's guidelines: [HKUST GenAI Policy for Students](#)

Communication and Feedback

Marks for individual assessment tasks will be released on Canvas within two weeks of the relevant assessment date. Students with questions about their marks should contact the instructor within five working days after the marks are released.

Absence from assessment activities

Absence from assessment activities will result in a zero mark by default. Exemptions may be granted when the absence is supported by a valid medical certificate or other exceptional circumstances, considered on a case-by-case basis. Requests for exemption must be submitted before a foreseeable absence or as soon as practicable after an unforeseeable absence.

Late submission and resubmission Policy

Late submission or resubmission is not permitted for assessment tasks in this course.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy, uphold HKUST's Academic Honor Code, and maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct.

Please refer to: [HKUST Academic Integrity Resources](#)

Appendix I — Syllabus

Highlighted entries indicate field trips and graded presentations.

Week	Date	Topic
1	1 Sept 3 Sept	• Course Introduction • Introduction to Blue Economy
2	8 Sept 10 Sept	• Exclusive Economic Zone (1) • Exclusive Economic Zone (2)
3	15 Sept 17 Sept	• Marine Protected Areas (1) • Marine Protected Areas (2)
4	22 Sept 24 Sept	• Marine Protected Areas (3) • Marine Protected Areas (4)
5	29 Sept 1 Oct	• Deep Sea Resources (1) • Public Holiday
6	6 Oct 8 Oct	• Deep Sea Resources (2) • Deep Sea Resources (3)
7	13 Oct 15 Oct	• Infographic Presentation (1) • Infographic Presentation (2)
8	20 Oct 22 Oct	• Blue Carbon (1) • Blue Carbon (2)
9	27 Oct 29 Oct	• Blue Carbon (3) • Regenerative Ocean Framing (1)
10	3 Nov 5 Nov	• Regenerative Ocean Framing (2) • Regenerative Ocean Framing (3)
11	10 Nov 12 Nov	• No Class — Field Trip on 14 Nov 2026 – HK Maritime Museum • Regenerative Ocean Framing (4)
12	17 Nov 19 Nov	• Financing Blue Economy • Final Presentation (1)
13	24 Nov 26 Nov	• Final Presentation (2) • Final Presentation (3)

Appendix II — Rubrics for 3-Minute Elevator-Pitch Presentation with Infographic

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Creativity	Highly original and engaging presentation; unique approach to the topic.	Good creativity; some original elements, but relies on common ideas.	Limited creativity; few original elements; mostly conventional.	Lacks creativity; very basic or clichéd approach to the topic.
Content	Ideas presented clearly; thorough understanding of sustainable utilization and management of ocean resources.	Clear ideas; good understanding, but some aspects lack depth.	Ideas are present but lack clarity or depth.	Ideas are unclear or poorly developed.
Visual Design	Infographic is well-designed, visually appealing, and effectively supports the content.	Infographic is clear and organized but lacks creativity or strong visual impact.	Infographic is somewhat organized but lacks clarity or visual appeal.	Infographic is poorly designed, disorganized, and difficult to read or understand.
Communication	Clear, concise delivery; engages the audience effectively.	Generally clear delivery; engages the audience most of the time.	Delivery lacks clarity; minimal engagement with the audience.	Poor delivery; fails to engage or communicate effectively.
Time Management	Perfectly timed, within the 3-minute limit.	Slightly over/under time but still effective.	Noticeably over/under time; loses effectiveness.	Significantly over/under time; ineffective.

Appendix III — Rubrics for Final Presentation

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Content Knowledge	Comprehensive grasp of course material; insightful application in practical situations.	Good understanding; applies concepts well but lacks some depth.	Basic understanding; limited application of concepts.	Lacks understanding of course material; minimal application.
Clarity of Ideas	Ideas are articulated clearly; easy for all audiences to follow.	Generally clear; some ideas may be difficult for non-specialists to grasp.	Ideas are unclear; audience struggles to follow.	Ideas are poorly articulated; difficult for any audience to understand.
Engagement with Audience	Actively engages the audience; confident delivery with excellent use of body language and eye contact.	Engages the audience; good delivery with some body language.	Minimal engagement; delivery lacks confidence and body language.	No engagement; poor delivery; unprofessional and disengaged.
Use of Visual Aids	Visual aids are highly effective, enhancing understanding and engagement.	Visual aids are good and support the content well.	Visual aids are used but may be unclear or distracting.	Visual aids are poorly designed or not used effectively.
Time Management	Perfectly timed, within the 10-minute limit.	Slightly over/under time but still effective.	Noticeably over/under time; loses effectiveness.	Significantly over/under time; ineffective.

Appendix IV — Rubrics for Written Report

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Content	Thorough analysis; well-developed ideas related to Blue Economy.	Good analysis; ideas are mostly developed but lack depth in some areas.	Basic analysis; limited development of ideas.	Poor analysis; ideas are underdeveloped or irrelevant.
Structure & Organization	Exceptionally well-structured; logical flow that enhances understanding.	Generally well-structured; some issues with flow or organization.	Poor structure; difficult to follow the flow of ideas.	No clear structure; chaotic or confusing organization.
Clarity & Style	Writing is clear, concise, and professional; free of errors.	Mostly clear writing; some grammatical or stylistic errors.	Writing is unclear in places; multiple errors present.	Poor writing; numerous grammatical errors; difficult to read.
References & Citations	All sources are correctly cited; extensive use of relevant literature.	Most sources are cited correctly; good use of relevant literature.	Limited citations; some sources are not relevant or incorrectly cited.	Wrong or no citations; lack of relevant literature.
Word Limit	Fully utilizes the word limit ($\pm 5\%$) to effectively present ideas.	Slightly (10%) over/under word limit but still effective.	Noticeably (20%) over/under word limit; loses effectiveness.	Substantially (30%) over/under word limit; ineffective.