

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester B 2017/18**

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**Part I Course Overview**

**Course Title:** Global Organizations Benchmarking Field Study

**Course Code:** FB6843P

**Course Duration:** 5 to 7 Days

**Credit Units:** 2

**Level:** P6

**Medium of Instruction:** English with Chinese (Putonghua) Translation

**Medium of Assessment:** Chinese

**Prerequisites:** Nil  
*(Course Code and Title)*

**Precursors:** Nil  
*(Course Code and Title)*

**Equivalent Courses:** Nil  
*(Course Code and Title)*

**Exclusive Courses:** Nil  
*(Course Code and Title)*

## Part II Course Details

### 1. Abstract

Businesses are increasingly internationalized, with the impact of globalization on firms in Greater China. Issues relating to conducting international business can be better appreciated through exposure to a global context. Through a partnership with a leading global University, this course will update learning partners on the latest theories and business norms and practices in an international context. Course delivery will be through seminars, guest lectures and discussions, and company visits.

In the course, learning partners will have the opportunity to meet and interact with leading academics and business leaders, to explore how business in Greater China could leverage on the business opportunities in international (e.g. European) markets.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Define and solve strategic problems in a global context	20%	√	√	
2.	Enhance organizational competitiveness	30%	√	√	
3.	Identify business opportunities in a global environment	50%		√	√
...					
		100%			

**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 self-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.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
1	Seminar	√	√					
2	Readings & Cases	√	√	√				
3	Company Visits	√	√	√				
...								

#### TLA1: Seminar

State-of-the-art theoretical concepts, business values, norms and practices for international business will be discussed in seminars.

#### TLA2: Readings & Cases

To derive maximum benefits from the seminars, learning partners are strongly encouraged to pre-read the materials provided before the seminars.

#### TLA3: Company Visits

To provide an immersive experience of international business practice and interaction through company visits to firms.

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: <u>100</u> %								
Report/Presentation	√	√	√				100%	Pass/Fail grade
Examination: _____% (duration: _____, if applicable)							100%	

The report/presentation will include a reflection on the lessons learnt in course for businesses in Greater China, and a proposal for leveraging on international business opportunities for a Greater Chinese firm. Assessment will be based on evaluation and feedback from the partner institution. A Pass/Fail grade for individual performance will be awarded.

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Pass (P)	Failure (F)
1. Report /Presentation	Demonstration of sensitivity, understanding and application of global/cultural intricacies for business opportunities in Greater China.	Demonstrates a good understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities in China.	Unable to show an appropriate level of understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities in China.
2.			
3.			
...			

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Through the field trip, students will be able to gain exposure on the following topics related to the country they visit:

- Business in the Global Environment and Digital Age
- Corporate Strategy for International Business
- Entrepreneurship
- Social Responsibility
- Business Culture and Practices
- Understanding of the International Markets
- Finding and Building Better Business Partnerships between Chinese and International Businesses
- How Chinese Businesses can Gain a Foothold in the International Markets

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Nil
2.	
3.	
...	

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Nil
2.	
3.	
...	