

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2018/19**

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**Part I Course Overview**

**Course Title:** Global Business

**Course Code:** FB6856P

**Course Duration:** Intensive mode: 4 days

**Credit Units:** 2

**Level:** P6

**Medium of Instruction:** Putonghua

**Medium of Assessment:** Chinese

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

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

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

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

**Part II Course Details**

**1. Abstract**

This course aims to prepare students to handle the complexities and challenges of global business activities. Focus of the course is on the application of theories and concepts and the evaluation of global business practices of companies in Mainland China (or Hong Kong). The course also encourages students to make recommendations for their future global business operations through class discussions/sharing, presentations and assignments.

**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.	Understand fundamental global business knowledge to successfully manage in global markets (DEC-related Attitude)		✓		
2.	Analyze the political, legal, economic, and cultural aspects of the global business environment that critically affect firms’ global business strategies and managerial actions (DEC-related Ability)			✓	
3.	Evaluate business alternatives and formulate business actions in relation to management and operations in global markets (DEC-related Ability)				✓
4.	Integrate findings into global business strategies (DEC-related Accomplishment)		✓		
		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			
TLA1	Lectures: Concepts and knowledge of global business are explained and discussed.	✓	✓	✓	✓			
TLA2	Class activities: Various class activities will be organized to stimulate students' discussions on different managerial topics.	✓	✓	✓	✓			
TLA3	Assignments: Relevant case studies will be provided to students..	✓	✓	✓	✓			

### 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: 100%								
Class Participation: Students' participation in the class is used to assess their understanding of the taught theories and concepts.	✓	✓	✓	✓			30%	
Group Assignment: Students form groups to analyze global business cases. The assessment task assesses students' abilities in applying taught theories and concepts.	✓	✓	✓	✓			35%	
Individual Assignment: Each student is asked to analyze global business practices and make recommendations for future global operation. This assessment task further assesses students' abilities in applying taught theories and concepts.	✓	✓	✓	✓			35%	
Examination: ____% (duration: _____, if applicable)							100%	

## 5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation		<p>1. Able to always present and communicate global business ideas excellently in oral and/or written format in classes.</p> <p>2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of global business strategy and concepts.</p>	<p>1. Able to frequently present and communicate global business ideas acceptably in oral and/or written format in classes.</p> <p>2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of global business strategy and concepts.</p>	<p>1. Occasionally present and communicate global business ideas in oral and/or written format in classes.</p> <p>2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of global business strategy and concepts.</p>	<p>1. Rarely present and communicate global business ideas fairly in oral and/or written format in classes.</p> <p>2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of global business strategy and concepts.</p>	<p>1. Could not present and communicate global business ideas in oral and/or written format in classes.</p> <p>2. Have not participate in class discussion and ask questions related to the practice of global business strategy and concepts.</p>
2. Group Assignment		<p>1. Show excellent command of all aspects by integrating major global business concepts and consolidate lots of insights and implications for global strategy formulation.</p> <p>2. Demonstrate excellent ability to apply the</p>	<p>1. Show good command of all aspects by integrating major global business concepts and suggest some implications for global strategy formulation.</p> <p>2. Demonstrate good ability to apply the global</p>	<p>1. Show acceptable command of most aspects by integrating major global business concepts and partially able to link them up with global strategy formulation.</p> <p>2. Demonstrate acceptable ability to apply the global</p>	<p>1. Show marginal command of a few aspects of major global business concepts but unable to link them up with global strategy formulation.</p> <p>2. Demonstrate marginal ability to apply the global</p>	<p>1. Have not shown command of any aspects of global business concepts and unable to link them up with global strategy formulation.</p> <p>2. Cannot demonstrate ability to apply the global business</p>

		<p>global business principles and develop outstanding and attractive recommendations to tackle current global business problems and issues.</p> <p>3. Present and organize global business information excellently in a business report format.</p>	<p>business principles and develop effective recommendations to tackle current global business problems and issues.</p> <p>3. Present and organize global business information in an organized business report format.</p>	<p>business principles and develop fair recommendations to tackle current global business problems and issues.</p> <p>3. Present and organize global business information fairly in a business report format.</p>	<p>business principles and develop marginal recommendations to tackle current global business problems and issues.</p> <p>3. Present and organize global business information fairly in a business report format.</p>	<p>principles and develop recommendations to tackle current global business problems and issues.</p> <p>3. Cannot present and organize global business information in a business report format.</p>
3. Individual Assignment		<p>Superior grasp of global business theory and concepts with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.</p>	<p>Good grasp of global business theory and concepts with an appropriate knowledge base; scientifically synthesize and analyse.</p>	<p>Grasp global business theory and concepts with an appropriate knowledge base, and able to synthesize and analyse.</p>	<p>Have a knowledge of global business theory and concepts, and able to synthesize.</p>	<p>Do not have a knowledge of global business theory and concepts, and unable to synthesize.</p>

**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.)*

Globalization of Markets, Internationalization of the Firm, Cultural Environment, Government Intervention, Political and Legal Systems in National Environments, Global Market Opportunity Assessment, Entry Mode, Global Strategy, Foreign Direct Investment, Licensing, Franchising, Contractual Strategies, Ethics, Sustainability, and Corporate Social Responsibility in Global Business

**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.	Charles W. L. Hill and G. Tomas M. Hult. 2017. International Business: Competing in the Global Marketplace. 11th Edition. McGraw Hill.
2.	查尔斯·希尔 (Charles W. L. Hill). 国际商务(第9版). 中国人民大学出版社
3.	
...	

**2.2 Additional Readings**

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

1.	S. Tamer Cavusgil, Gary Knight, John Riesenberger. 2016. International Business: The New Realities. Global Edition. Pearson.
2.	
3.	
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