

FB6898P: GLOBAL INDUSTRIAL OPPORTUNITIES IN THE CONTEXT OF THE BELT AND ROAD INITIATIVE

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Global Industrial Opportunities in the Context of the Belt and Road Initiative

Subject Code

FB - College of Business (FB)

Course Number

6898P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

Nil

Part II Course Details

Abstract

This course is designed to equip participants with an in-depth understanding of the "Belt and Road Initiative" (BRI), its strategic significance, and its extensive impact on the global economic landscape. Through a combination of systematic lectures and case studies, the course will examine how nations can utilize the core principles of policy coordination, infrastructure connectivity, unimpeded trade, financial integration, and closer people-to-people ties within this transnational cooperation framework to foster economic collaboration and industrial advancement among BRI countries.

The curriculum offers an in-depth analysis of the resource endowments, market potential, and investment environments of BRI countries. It also examines international industrial cooperation practices and future prospects across various sectors, including infrastructure development, energy partnerships, agricultural initiatives, manufacturing relocation, and high-tech industry collaboration. Additionally, the course addresses the risks and challenges posed by the current global economic climate, such as geopolitical tensions, the rise of trade protectionism, and financial market volatility, providing participants with strategic insights and risk management solutions. Furthermore, the course emphasizes the development of participants' cross-cultural communication skills and global perspectives, thereby enhancing their practical operational capabilities and innovative competencies in international industrial cooperation.

This course aims to help students:

- Develop a basic understanding regarding the BRI policies
- Unpack cross-regional market differences and sector-specific cooperation models
- Emphasizes cross-industry experience exchange on overseas market entry and risk mitigation

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the evolving dynamics of the international landscape and evaluate the challenges and opportunities that enterprises encounter in a globalized environment.		x		
2	Develop a comprehensive understanding of market and globalization trends to identify and leverage emerging market opportunities.		x	x	x
3	Gain insights into industry models and competitive strategies in international markets through the examination of practical case studies.		x	x	x
4	Formulate actionable strategies for the internationalization of enterprises.			x	x
5	Understand the importance of the Belt and Road Initiative policies and improve the capabilities in global operations and compliance.		x	x	x
6	In-depth analysis of the resource endowments, market potential and investment environments of BRI countries		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	Lecture and in-classroom discussion	Encourage the exchange of knowledge and ideas between students and teachers. Through brainstorming, deepen topic understanding, stimulate innovative thinking, enhance problem-solving skills, and foster teamwork and communication, ultimately supporting academic research and personal growth.	1, 2, 3, 4, 5, 6	Hours/week (if applicable) Intensive teaching over two days
2	Case Analysis	Through specific and realistic scenario simulations, enable students to deeply understand the application of theoretical knowledge in practice, enhancing their problem-solving abilities, critical thinking, and teamwork skills.	1, 2, 3, 4, 5, 6	In-class participation and presentation, as well as out-of-class preparation
3	Independent Study	Students are required to pre-read the assigned materials and partner company's materials provided by the lecturer before coming to classes.	1, 2, 3, 4, 5, 6	
4	Workshops/Practical Field Trip/Company visits	Through practice experience, students can co-debrief actual overseas operation difficulties, maximizing the unique value of executive education.	1, 2, 3, 4, 5, 6	Students can have a field trip regarding Belt and Road countries (if any)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation and discussion	1, 2, 3, 4, 5, 6	20	-	Yes
2	One individual assignment	1, 2, 3, 4, 5, 6	40	-	Yes
3	One group project	1, 2, 3, 4, 5, 6	20	-	Yes
4	In-class group presentation	1, 2, 3, 4, 5, 6	20	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class Discussion (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Individual Assignment (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

CriterionAbility to apply theories introduced in class
Ability to resolve real-life issues.**Excellent**

(A+, A, A-)Outstanding

Good

(B+, B, B-)High

Fair

(C+, C, C-)Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Group Project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-) Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

Class Discussion (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

(A+, A, A-) Outstanding

Good

(B+, B) High

Marginal

(B-, C+, C) Satisfactory

Failure

(F) Not reaching marginal level

Assessment Task

Individual Assignment (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to apply theories introduced in class

Ability to resolve real-life issues.

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Assessment Task

Group Project (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B) High

Marginal

(B-, C+, C) Satisfactory

Failure

(F) Not reaching marginal level

Assessment Task

In-class group presentation (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B, B-) High

Fair

(C+, C, C-) Satisfactory

Marginal

(D) Basic

Failure

(F) Not reaching marginal level

Assessment Task

In-class group presentation (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

(A+, A, A-) Outstanding

Good

(B+, B) High

Marginal

(B-, C+, C) Satisfactory

Failure

(F) Not reaching marginal level

Part III Other Information

Keyword Syllabus

- Belt and Road Initiative (BRI)
- Global Economic Impact
- Policy Coordination
- Infrastructure Connectivity
- Unimpeded Trade
- Financial Integration
- International Industrial Cooperation
- Geopolitical Tensions
- Risk Management Solutions
- Cross-Cultural Communication
- Agricultural initiatives
- Manufacturing relocation
- High-tech industry collaboration
- Workshops/Practical field trip/Company visits

Reading List

Compulsory Readings

Title	
1	Lecture notes
2	newspaper clippings
3	academic articles