

FB6921P: PPP GLOBAL BENCHMARKING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

PPP Global Benchmarking

Subject Code

FB - College of Business (FB)

Course Number

6921P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

5 to 7 Days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English with Chinese (Putonghua) Translation

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Define and solve strategic problems in a global context	20	x	x	
2	Enhance organizational competitiveness	30	x	x	
3	Identify business opportunities in a global environment	50		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	1	Seminar	1, 2	
2	2	Readings & Cases	1, 2, 3	
3	3	Company Visits	1, 2, 3	

Additional Information for LTAs

LTA1: Seminar

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

LTA2: Readings & Cases

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

LTA3: Company Visits

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

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Report/ Presentation	1, 2, 3	100	Pass/Fail grade	Yes

Continuous Assessment (%)

100

Additional Information for ATs

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.

Assessment Rubrics (AR)**Assessment Task**

Report /Presentation

Criterion

Demonstration of sensitivity, understanding and application of global/cultural intricacies for business opportunities in Greater China.

Pass (P)

(P) Demonstrates a good understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities in China.

Failure (F)

(F) Unable to show an appropriate level of understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities in China.

Part III Other Information**Keyword Syllabus**

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

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Nil