

FB8054I: CONTEMPORARY ISSUES ON MANAGEMENT AND MARKETING STRATEGY

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Contemporary Issues on Management and Marketing Strategy

Subject Code

FB - College of Business (FB)

Course Number

8054I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course will cover the frontier theories and practices in several critical research fields of business and management. It aims to broaden the academic perspectives of DBA students, enrich their theoretical basis, induce their research interests and impel their innovative practices through the discussion on the frontiers of business management issues and practices especially in the mainland China.

It also aims to give a comprehensive coverage of the contemporary theoretical issues and current marketing practices and strategies in local and international contexts. Topics with respect to customer behavior research, customer assets management, marketing strategy, paradigm of relationship marketing, marketing in SNS era, sustainable marketing and global marketing will be discussed. It will also review and discuss the changes to the concepts, strategies and practices of Marketing in Chinese enterprises brought by globalization, and further analyse the rationale and theoretical behind all these changes.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the frontiers of knowledge in management and appreciate the importance and necessity of using research methods for addressing managerial problems and organizational issues;		x	x	x
2	Analyse management problems critically based on the management theories;		x	x	x
3	Develop a systematic view on theory building, research findings, interpretation and applications.		x	x	x
4	Understand the changes and development trends of marketing strategies under globalization and driving factors behind these changes.		x	x	x
5	Analyze and understand the development trends of marketing strategies adopted by Chinese enterprises and their rationale behind.		x	x	x
6	Demonstrate knowledge in the contemporary theories and models of marketing strategies.		x	x	x
7	Integrate the theoretical framework learnt with the current marketing practices of students' organizations to develop innovative theories for marketing strategies relevant to business organizations in China.		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	LTA 1	Seminars, in-class discussions, assignments	1, 2, 3, 4, 5, 6, 7	
2	LTA 2	Reading and discussion of research papers	1, 2, 3, 4, 5, 6, 7	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	In-class activities: including attendance, case discussion, and participation.	1, 2, 3, 4, 5, 6, 7	30	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
2	Assignment	1, 2, 3, 4, 5, 6, 7	70	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

In-class activities: including attendance, case discussion, and participation.

Criterion

Through in-class participation and discussion, students will gain a better understanding of the course.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Assignment

Criterion

Students are required to choose a research topic or problem which they are interested in addressing and can contribute to their jobs or industries and submit a research proposal including the research topic/problem, concept map/research framework, methods and expected contributions. Individual research proposal will be assessed in terms of significance of the research problem, innovation of the research, feasibility and expected contributions, etc.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

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Part III Other Information

Keyword Syllabus

Theories, Practices and Contemporary Issues of Marketing Strategies; Binary Characteristics of China Market and Marketing Strategies; Research on Consumer Behavior; Characteristics and Contemporary Issues of Consumer Behavior in China; Brand Strategy and Current Practices in China; Marketing Channel and its Control in Chinese Enterprises; Sustainable Marketing: Origin, Development and its Future.

Chinese and Western Management Theories and New Practices

- Review of Organization Nature
 - Definition of organization' s economics and management, and the enlightenment for management research
- Frontiers of Management
 - The contemporary theories of management; Frontier issues on management; Outlook of management theory in the 21st Century
- Research of Chinese Management
 - Science, art and ethics of management; Chinese Management and its cultural basis. Research questions: How to study Chinese Management?
- Chinese Management Models
 - The characteristics of management in the context of Chinese culture

Knowledge System and Management of Organisation

- Research on Knowledge Management
 - Knowledge management and innovation : knowledge innovation process and knowledge innovation management;
- Development of Strategic Theory and Thought
- Strategy of Industrial Innovation
 - Development of Strategic Theory: Trend of contemporary Strategic Theory; Strategy of industrial innovation in the New Era.
 - Strategic Analysis of Diversification
 - Development of diversification strategy theory; Economic and managerial analysis of diversification strategy.

Reading List