

FB8056I: GLOBAL ADVANCED MANAGEMENT FIELD STUDY

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Global Advanced Management Field Study

Subject Code
FB - College of Business (FB)

Course Number
8056I

Academic Unit
College of Business (CB)

College/School
College of Business (CB)

Course Duration
Non-standard Duration

Other Course Duration
5 Days

Credit Units
0-3

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

It is expected that insights into the operation of business in a global context is obtained through studying overseas in a leading institution associated with the University. Different contemporary topics will be chosen each year to keep students abreast of the latest development in knowledge and practices in the business environment. The course is delivered through a combination of seminars, discussions and company visits. Students will be exposed to business ideas, values and practices in a different business environment.

Students will have the opportunity to visit and interact with senior executives of a broad range of successful businesses, corporations, and organizations in a selected location outside Hong Kong. They will be exposed to different national environments, advantages/disadvantages and problems/opportunities associated with various forms of international operations, and management strategies of global organizations.

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	x
2	Enhance organizational competitiveness.	40	x	x	x
3	Identify business opportunities in a global environment.	40	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	Seminar	Business ideas, values and practices are explained through seminars and classroom discussions.	1, 2, 3	
2	Readings	Students are required to pre-read materials provided before attending the classes. These readings allow students to think through concepts and their applications.	1, 2, 3	
3	Mini-cases	Students are required to do mini-cases to apply concepts and ideas to solve business problems.	1, 2, 3	

4	Mini-cases Company visits	Through visits to companies overseas, students are exposed to a wide spectrum of issues related to global business and management.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Discussion, Pre-readings, Participation. Mini-case discussion and presentation.	1, 2, 3	100	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**

Discussion, Pre-readings, Participation.
Mini-case discussion and presentation.

Pass (P)

Showed up for meetings punctually, even ahead of time.

Demonstrates a good understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities.

Failure (F)

No show or very late; feeble or no excuse offered.

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

Part III Other Information

Keyword Syllabus

To keep students abreast of the latest development in knowledge and practices of the global business environment.

Reading List