

**City University of Hong Kong
Course Syllabus**

**offered by Department of Management Sciences
with effect from Semester A 2018 / 19**

Part I Course Overview

Course Title:	Globalization and Business
Course Code:	GE2202
Course Duration:	One Semester
Credit Units:	3
Level:	B2, A2
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input checked="" type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course, offered by the College of Business, introduces students to the concept of business, the functional departments within a business, on-going globalization processes and the interplay between globalization and business. Teaching and learning takes place through interactive teaching and discussions, group projects and presentations. The content of this course will be based around concrete real-world examples, as well as the latest business trends and political movements. One objective of the course is to have the students discover how closely globalization is related to an individual's life and how an individual can harness the business opportunities and advantages created by globalization.

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.	Describe the social, historical, economic, political, cultural and technological forces that drive the process of globalization.	10%	✓	✓	
2.	Analyse the pros and cons of global economic and cultural integration and the impact of globalization on income re-distribution among stakeholders.	20%		✓	
3.	Synthesise and evaluate the effects of the globalization of information flow and cross-border movements of labour, capital and goods on different aspects of a firm, such as marketing, pricing, operations management, management style, information technology, and corporate governance.	50%		✓	
4.	Discover business opportunities brought upon and enabled by globalization and assess the viability and sustainability of such opportunities with the theory developed in the course.	20%			✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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
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		1	2	3	4			(if applicable)
Lectures	Students will be briefly introduced and explained the key concepts of the course related topics towards the achievement of intended learning outcomes	✓	✓					2
In-class discussions, centring a few case studies.	Students share their learning experiences through lively in-class discussion with lecturers and fellow students.		✓					1
Sharing sessions with representatives from multinational firms, NGOs, and government agencies	Guest speakers may be invited to deliver guest lectures and to share the current globalization and business issues to students.			✓				
Group project	<ul style="list-style-type: none"> - Topic selection. Students are required either to identify an industry sector and study the major firms in the industry or to choose a debatable current hot issue as a topic. In either case, the project has to answer an open question and is expected to lead to new research findings. - Information gathering. Around the chosen topic, groups are to do information searching over academic journals, trading magazines, firm annual reports and internet. - Develop the theory/opinions. Groups are expected to form their opinions and theory based on the collected information. This will be the major discovery process. Opinions could be about whether an industry presents business opportunities in the globalization process. - Write up the report. The students are expected to select and organize their evidence well to support their opinions. The logic of the writing has to be clear and the knowledge and ability developed in the course have to be clearly demonstrated. - Present the findings. Groups are expected to share their findings in class. The 			✓	✓			

	presentation has to be sharp, clear and convincing.							
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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: <u>65</u> %							
In-class discussion		✓				10%	
Assignment		✓	✓			10%	
Group project ^{2, 3}			✓	✓		30%	
Presentation of the group project ³			✓	✓		15%	
Footnotes: 1. This is based on individual performance 2. Note that the project is supposed to be interdisciplinary. However, it may be biased to certain discipline at the discretion of the project advisor. 3. Assessment will consider both individual performance and group performance.							
Examination: <u>35</u> % (duration: 2 hours, if applicable)							

* *The weightings should add up to 100%.*

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. In-class discussion	Participate in class discussion by offering innovative ideas and asking questions	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Assignment	Show coverage of materials and contents and demonstrate time management skill	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group project	Present, defend and support their self-discovered ideas. Strong evidence of knowing the underlying forces of globalization and the implications of this process on various management aspects of a multinational enterprise.	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Presentation of the group project	Present and communicate effectively in oral and electronic format	High	Significant	Moderate	Basic	Not even reaching marginal levels

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.)

Topic 1: Underlying historic, economic, social, political, cultural and technological forces of globalization, and their transformations towards global convergence.

Topic 2: The challenge of income re-distribution and social disruption from the process of globalization: Political and cultural obstacles. “Microfinancing”.

Topic 3: World trade and financial flows: Currency Crises. WTO, World Bank and the IMF. Impacts on the standard of livings.

Topic 4: Global communication, e-commerce and Information Technology: Interaction between information/communication technology on the one hand, with cultural, social, and economics factors on the other (e.g. YouTube, Facebook, iPod, etc.). Privacy and consumer rights issues.

Topic 5: The logistic of moving goods, information and financial flows across nations: Production fragmentation. Outsourcing. Supply chain management.

Topic 6: The global management dimension: Human resource and strategic alliances. Diversity of workplace culture. Global mobility of talents.

Topic 7: Globalization of marketplace: Globalization and localization of products, services and other marketing activities. Costs and benefits to consumers. Cultural aspects of global branding. Country of origin issues.

Topic 8: Issues arising from different national business standards: Corporate governance, taxation, accounting system, income and profits.

[Note: Multiple speakers from other colleges will be invited to lecture on these topics.]

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.	Barbara Parker, <i>Introduction to Globalization & Business</i> , London, SAGE, 2005.
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2.2 Additional Readings

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

1.	Bhagwati, Jagdish, <i>In Defense of Globalization</i> , Oxford, New York: Oxford University Press, 2004. (Part I, II, V)
2.	Child, John, et.al, <i>Cooperative Strategy</i> , Oxford, New York: Oxford University Press, 2005. (Chapter 1, 2, 3, 4, 19)
3.	Friedman, Thomas L, <i>The World is Flat: the Globalized World in the Twenty-first Century</i> , London: Penguin Books, 2006. (Chapter 1-4, 11,12)
4.	Fung, Fung & Wind, <i>Competing in a Flat World: Building Enterprises for a Borderless World</i> , Wharton School Publishing, 2007. (Chapter 1 & 3)

5.	McMahon, Peter, <i>Global Control: Information Technology and Globalization Since 1845</i> , Edward Elgar Publishing, 2002.
6.	Vance, Charles, <i>Managing a Global Workforce</i> , Armonk, N.Y.: M.E. Sharpe 2006. (Chapter 1-3, 5, 10)
7.	http://www.cio.com/
8.	http://www.worldbank.org/
9.	http://www.imf.org/
10.	http://www.wto.org/

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

GE PILO	Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)
PILO 1: Demonstrate the capacity for self-directed learning	✓
PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology	
PILO 3: Demonstrate critical thinking skills	✓
PILO 4: Interpret information and numerical data	✓
PILO 5: Produce structured, well-organised and fluent text	✓
PILO 6: Demonstrate effective oral communication skills	✓
PILO 7: Demonstrate an ability to work effectively in a team	✓
PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues	✓
PILO 9: Value ethical and socially responsible actions	
PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation	✓

GE course leaders should cover the mandatory PILOs for the GE area (Area 1: Arts and Humanities; Area 2: Study of Societies, Social and Business Organisations; Area 3: Science and Technology) for which they have classified their course; for quality assurance purposes, they are advised to carefully consider if it is beneficial to claim any coverage of additional PILOs. General advice would be to restrict PILOs to only the essential ones. (Please refer to the curricular mapping of GE programme: http://www.cityu.edu.hk/edge/ge/faculty/curricular_mapping.htm.)

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task
Course project