

Subject Description Form

Subject Code	MM4342
Subject Title	Global Business Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Management and Organisation (MM2021) or equivalent Exclusion: International Business (MM4341)
Objectives	This subject contributes to the achievement of a number of our degree program's BBA (Hons) Learning Outcomes and enables students to have a comprehensive understanding of the environment, functions and forms of international operations and enhances their awareness and appreciation on the complexity of doing business in the international marketplace.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Recognize the increasing integration of the world economy. Demonstrate a global outlook and understand cultural diversity, globalization in management issues; b. Apply critical thinking in different business contexts; c. Analyze the management issues for configuring and integrating multinational business activities for internationally competitive performance (BBA Outcome 14); d. analyze and make recommendations on the management and integration of multi business activities for firms attempting to realize locational or expansion objectives; e. Demonstrate an understanding on the applications and implications of the latest technologies to strategic options and strategic decision-making.
Subject Synopsis/ Indicative Syllabus	<p>International trade framework and internationalization strategies of firms</p> <ul style="list-style-type: none"> - historical perspectives of the globalization of industrial activities - theories of international trade and investment - internationalization process and strategies of firms <p>Political and socio-economic environments</p> <ul style="list-style-type: none"> - international institutions and liberalization of trade - role of government and political risk - economic integration and cooperative agreements - socio-cultural environments of international business <p>International business - forms and activities</p> <ul style="list-style-type: none"> - export strategy and marketing - international licensing and technology transfer - foreign direct investment in the Asia-Pacific region - joint venture management and strategic alliances in Hong Kong - China context <p>Organization and control</p> <ul style="list-style-type: none"> - developing flexible organizational structure for multi-location operations - issues in coordinating global value-chain activities - culture and shared value to support structure - strategy and structure for international competitiveness

Teaching/Learning Methodology	Lectures will be used to introduce to students the concepts, analytical framework and descriptive cases for the topics. In seminars, students will be required to participate actively in discussing the topics and supplementary case materials in detail. They will also be encouraged and guided to search for new information on the topics.																																																																									
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="472 275 1429 789"> <thead> <tr> <th data-bbox="472 275 776 394" rowspan="2"><i>Specific assessment methods/tasks</i></th> <th data-bbox="776 275 922 394" rowspan="2"><i>% weighting</i></th> <th colspan="5" data-bbox="922 275 1429 352"><i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i></th> </tr> <tr> <th data-bbox="922 352 1024 394">a</th> <th data-bbox="1024 352 1127 394">b</th> <th data-bbox="1127 352 1229 394">c</th> <th data-bbox="1229 352 1331 394">d</th> <th data-bbox="1331 352 1429 394">e</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 394 776 449">Continuous Assessment</td> <td data-bbox="776 394 922 449">50%</td> <td colspan="5" data-bbox="922 394 1429 449"></td> </tr> <tr> <td data-bbox="472 449 776 499">Group</td> <td data-bbox="776 449 922 499"></td> <td data-bbox="922 449 1024 499"></td> <td data-bbox="1024 449 1127 499"></td> <td data-bbox="1127 449 1229 499"></td> <td data-bbox="1229 449 1331 499"></td> <td data-bbox="1331 449 1429 499"></td> </tr> <tr> <td data-bbox="472 499 776 548">Group Presentation</td> <td data-bbox="776 499 922 548">15%</td> <td data-bbox="922 499 1024 548">✓</td> <td data-bbox="1024 499 1127 548">✓</td> <td data-bbox="1127 499 1229 548">✓</td> <td data-bbox="1229 499 1331 548"></td> <td data-bbox="1331 499 1429 548"></td> </tr> <tr> <td data-bbox="472 548 776 598">Individual</td> <td data-bbox="776 548 922 598"></td> <td data-bbox="922 548 1024 598"></td> <td data-bbox="1024 548 1127 598"></td> <td data-bbox="1127 548 1229 598"></td> <td data-bbox="1229 548 1331 598"></td> <td data-bbox="1331 548 1429 598"></td> </tr> <tr> <td data-bbox="472 598 776 646">Individual report</td> <td data-bbox="776 598 922 646">25%</td> <td data-bbox="922 598 1024 646">✓</td> <td data-bbox="1024 598 1127 646">✓</td> <td data-bbox="1127 598 1229 646">✓</td> <td data-bbox="1229 598 1331 646"></td> <td data-bbox="1331 598 1429 646">✓</td> </tr> <tr> <td data-bbox="472 646 776 697">Class Participation</td> <td data-bbox="776 646 922 697">10%</td> <td data-bbox="922 646 1024 697">✓</td> <td data-bbox="1024 646 1127 697">✓</td> <td data-bbox="1127 646 1229 697">✓</td> <td data-bbox="1229 646 1331 697">✓</td> <td data-bbox="1331 646 1429 697"></td> </tr> <tr> <td data-bbox="472 697 776 747">Examination</td> <td data-bbox="776 697 922 747">50%</td> <td data-bbox="922 697 1024 747">✓</td> <td data-bbox="1024 697 1127 747">✓</td> <td data-bbox="1127 697 1229 747">✓</td> <td data-bbox="1229 697 1331 747">✓</td> <td data-bbox="1331 697 1429 747"></td> </tr> <tr> <td data-bbox="472 747 776 789">Total</td> <td data-bbox="776 747 922 789">100 %</td> <td colspan="5" data-bbox="922 747 1429 789"></td> </tr> </tbody> </table> <p data-bbox="472 789 1429 856">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="472 867 1429 961">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="472 993 1429 1056">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="472 1077 1429 1171">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="513 1182 1429 1518" style="list-style-type: none"> ▪ Consider and analyse the issues, theories, and concepts which are presented in the lectures and seminars; ▪ Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper articles, industry reports, etc.; ▪ Appreciate that there are political, economic, social and cultural differences among different countries; ▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of doing for a company's international strategies. <p data-bbox="472 1528 1429 1591">Feedback is given to students immediately after they have presented their view and all students are invited to join this discussion.</p>						<i>Specific assessment methods/tasks</i>	<i>% weighting</i>	<i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i>					a	b	c	d	e	Continuous Assessment	50%						Group							Group Presentation	15%	✓	✓	✓			Individual							Individual report	25%	✓	✓	✓		✓	Class Participation	10%	✓	✓	✓	✓		Examination	50%	✓	✓	✓	✓		Total	100 %					
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<p>Reading List and References</p>	<p><i>Recommended Textbooks and References</i></p> <p><i>Recommended Textbook</i> Hill, C. (2022). <i>International Business: Competing in the Global Marketplace</i>. McGraw-Hill.</p> <p>Hill, C. W. L., Wee, C. H. & Udayasankar, K. (2016). <i>International Business Asia Global Edition</i>. McGraw-Hill.</p> <p><i>References</i></p> <p>Dicken, P. (2015). <i>Global Shift: Mapping the Changing Contours of the World Economy</i>. The Guildford Press.</p> <p>Griffin, R. W. & Pustay, M. W. (2015). <i>International Business: A Managerial Perspective</i>. Prentice Hall.</p> <p>Peng, M. (2017). <i>Global Business</i>. Cengage Learning.</p> <p>Wild, J. J. & Wild, K. L. (2016). <i>International Business: The Challenges of Globalization</i>. Prentice Hall.</p>
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August 2022