

Subject Code	MM539
Subject Title	International Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	<p>This subject contributes to the achievement of the following outcomes: (1) compare and contrast the modes of entry available to a firm evolving into a multinational enterprise; (2) apply knowledge to write an internationalisation project report; (3) explain why “national culture” should or should not be the driving force in designing management and organisation programs such as performance management or compensation systems; (4) work effectively with and through others; (5) describe methods used to analyse and assess political risk and to explain how multinational corporations (MNCs) apply those methods as they attempt to manage the level of political risk in less developed countries.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> to examine the present economic status in the major regions of the global community; to analyse some of the major developments and issues in the various regions of the world; to apply theories and analytic frameworks and to convert into knowledge about a particular issue or condition facing a global manager, typically as it relates to the firm’s strategy or operations; to develop an analytical framework for assisting in the decision-making process of global managers; work effectively with others to complete a project in International Management.
Subject Synopsis/ Indicative Syllabus	<p><u>Theories of international business and internationalisation of firms</u> Drivers and theories of internationalisation; international exchange and markets-as-network; common forms of international business activities in Hong Kong, China and the region.</p> <p><u>Comparative environmental frameworks & international management issues</u> Classification of national economies and macroeconomic issues confronting international business; the role of government and management of political risks; Economic integration: trend and implications; Ownership and financial risk in international operations; Competitive advantages of nations and strategic performance of firms.</p> <p><u>Strategy and management of international business</u> International market analysis: economic and socio-cultural aspects; import/export strategy of Asian developing countries; licensing and international technology transfer; international joint venture management in Hong Kong and China context; strategic alliances: formation and relationship management for synergy; management of global</p>

	<p>sourcing, production and logistics.</p> <p>Coordination and control of trans-national inter-firm networks Configuration and coordination of value and support activities for international competitiveness; an organic form of the organisational structure of global firms; management development and shared values; portfolio analysis and international corporate planning.</p>																																																																						
<p>Teaching/Learning Methodology</p>	<p>In the first part of each class, the instructor will give students a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified by real-world cases. Students will be required to participate in discussion in the lectures, and undertake guided reading and case analyses, which will form the basis for student presentations in the later part of each class.</p>																																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="432 680 1453 1355"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th>d.</th> <th>e.</th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Group project</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Peer appraisal</td> <td>10%</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>3. Participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>4. Formative video assessment</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>5. Individual essay[#]</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p><i># Individual essay topics may address different outcomes</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students are expected to form teams to prepare an international business plan and give a 15-minute presentation. The assessment will enable students to develop practical, analytical, communication and interpersonal skills. Peer appraisal will be conducted on the group project.</p> <p>For participation, besides assessing students' level of involvement during class activities, students will post and comment on international issues on Personalized Learning Environment and Network (PLE&N), which is a participation-driven element.</p> <p>On the formative video assessment, students prepare news reporting videos to analyse</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.	c.	d.	e.		Continuous Assessment*	100%							1. Group project	30%	✓	✓	✓	✓	✓		2. Peer appraisal	10%					✓		3. Participation	10%	✓	✓	✓	✓			4. Formative video assessment	20%	✓	✓	✓				5. Individual essay [#]	30%	✓	✓	✓	✓			Total	100 %						
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	<p>international issues in-depth through video production and get peer feedback.</p> <p>Each student is required to submit an individual reflective essay on international business. It will need students to demonstrate critical thinking and the application of concepts.</p>	
Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study efforts:	
	▪ Self-study	78 Hrs.
	The total student study effort	117 Hrs.
Reading List and References	<p><u>Textbook</u></p> <ul style="list-style-type: none"> ▪ Hill, C. (2022). <i>International Business: Competing in the global marketplace</i> (14e. ed.). New York, NY: McGraw-Hill Education. <p><u>Academic References</u></p> <ul style="list-style-type: none"> ▪ Luthans & Doh (2012). <i>International Management: Culture, Strategy and Behavior</i> (8th ed.). McGraw Hill. ▪ Baldwin, R.E. and Martin, P. (1999) <i>Two Waves of Globalization: Superficial Similarities, Fundamental Differences</i>, National Bureau of Economic Research: Cambridge, MA, NBER Working Paper No. 6904. ▪ Buckley, P.J. (2002) 'Is the international business agenda running out of steam', <i>Journal of International Business Studies</i> 33(2): 365-373. ▪ Micklethwait, J. and Wooldridge, A. (2000) <i>A Future Perfect: The Challenge and Hidden Promise of Globalization</i>, Crown Business: New York ▪ World Economic Forum, <i>Global Competitiveness Report</i> (various issues). <p><u>General References</u></p> <ul style="list-style-type: none"> ▪ <i>Asian Wall Street Journal</i>. Dow Jones & Company (Daily newspaper) ▪ <i>The Economist</i>, London, The Economist Newspaper Limited, current issues available. (Weekly magazine). ▪ <i>The Financial Times</i>, Jones Pub. Co. (Asia), Inc.(Daily newspaper). ▪ <i>Far East Economic Review</i> (Weekly magazine). 	