

The University of Hong Kong
Faculty of Business and Economics

School of Business (BBA-IBGM)

2009/2010 first Semester

International Business – BUSI0044

Course Syllabus

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I. Course Information

Course Description:

This course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of international business with respect to economic, social, cultural, political, and legal institutions. Special attention will be given to examine how these institutions shape business operation in the global market. Emphasis will be placed on applying theoretical framework to analyze practical problems confronting managers.

Course Objectives

- To understand the unique challenges in international and global business
- To learn the processes and consequences of globalization
- To develop the essential skills to identify and pursue global business opportunities

Textbook

Cavusgil, S.T., G. Knight, & J.R. Riesenberger. *International Business: Strategy, Management, and the New Realities*. Pearson Prentice Hall, 2008.

A packet of cases and articles from various sources will be provided.

Course Learning Outcomes (CLOs)

On completion of this course, students should be able to:

- Develop skills in analyzing economic, cultural, and legal/political differences between countries (CLO1)
- Apply international business theories to address issues related to country selection and entry strategies etc. (CLO2)
- Build managerial leadership and competency in managing international entry and operation strategies (CLO3)
- Develop skills in case analysis, presentation, communication, and team work (CLO4)

Alignment of Program and Course Outcomes

BBA-IBGM Program Learning Outcome	Course LOs
1. Acquisition and internalization of knowledge of international business and global management.	CLO1, CLO2, CLO3
2. Application and integration of knowledge.	CLO2, CLO3, CLO4
3. Inculcating professionalism and leadership.	CLO3
4. Developing a global outlook.	CLO1, CLO2, CLO3
5. Mastering communication skills.	CLO4

II. Course Assessment

Teaching and Learning Activities

Various activities will be employed, including (TLA1) lectures and videos, (TLA2) class discussion, (TLA3) in-class exercises, (TLA4) assignment and exams, and (TLA5) group exercises. The focus of all activities will be on the understanding of the concepts and application of the major framework.

Assessment

A1: Class Participation	15%
A2: In-Class Assignments	15%
A3: One Group Project & Presentation	30%
A4: Two Exams	<u>40%</u>
	100

1. Class Participation (15%)

Attendance is a necessary condition for class participation. It is also important to attend all the classes because the most insightful ideas comes primarily from class discussion. You are also required to attend all the presentations sessions.

Most classes are accompanied with activities and small cases. You are expected to actively participate in the class discussion. I may also randomly call on students during the semester. Your contribution to the discussion will significantly influence your class participation grade. Your participation grade will be based on (1) class attendance (*on time*), (2) the quality/frequency of your comments, and (3) your answers to the questions.

2. In-Class Assignments (15%)

There will be assignments and integrative exercises during the class. The purpose is to help you better understand the most important concepts and their applications. You may be asked to work on the assignment in groups.

3. Group Project (30%)

In this course, you will be required to complete a group project in order to gain hands-on experience in the development of international business strategies. Groups of **5~6** will be formed to work on the project. The group project includes two parts: **Country Report** and **Company Report**.

4. Exams (40%)

There will be two exams during the semester, each worth 20% of your final grade respectively. Both exams will be a combination of multiple choice and case/essay questions, covering information from texts as well as lectures. Therefore, keeping up with the reading of texts and attending class is strongly recommended.

Learning Outcomes, Teaching and Learning Activities, and Assessment

Course LOs	Activities	Assessment
(CLO1) Develop skills in analyzing economic, cultural, and legal/political differences between countries	TLA1, 2, 3, 4, 5	A1, 2, 3, 4
(CLO2) Apply international business theories to address issues related to country selection and entry strategies etc.	TLA1, 2, 3, 4, 5	A1, 2, 3, 4
(CLO3) Build managerial leadership and competency in managing international entry and operation strategies	TLA1, 2, 3, 5	A1, 2, 3
(CLO4) Develop skills in case analysis, presentation, communication, and team work	TLA3, 5	A1, 2, 3

Standard of Assessment

Class participation, assignments, project reports and exams are graded using the following criteria:

A+, A, A- : demonstrate a clear understanding of and the ability to apply the theory, concepts and issues relating to the topic

B+, B, B-: demonstrate a good understanding and some application of the theory and issues relating to the topic

C+, C, C-: demonstrate a good understanding of the theory, concepts and issues relating to the topic but limited application relating to the topic

D+, D: demonstrate mainly description showing basic understanding of the topic but no application

F: demonstrate limited understanding of the topic and draw conclusions unrelated to the topic

III. COURSE POLICIES

Class Conduct: Please respect your instructors and your fellow students. You are required to attend all classes on time. If you have to miss a class, please write a formal notice to inform the instructor at least one day before the class.

Academic Dishonesty: The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism at <http://www.hku.hk/plagiarism/>

Plagiarism, cheating, and other misconducts: Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.

IV. COURSE SCHEDULE

Week	Topic	Readings
1	Introduction: Course Organization International Business: An Overview	Chapter 1&2
2	International Trade	Chapter 3&4
3	Global Economic Environment	Chapter 8&9
4	Global Cultural Environment	Chapter 5
5	Global Political & Legal Environment	Chapter 6
6	The Role of Government & Exam I	Chapter 7
7	International Business Research	Chapter 11&12
8	Social Responsibility in Global Business	
9	Global Entry Strategy I	Chapter 13~16
10	Global Entry Strategy II	Chapter 13~16
11	Group Presentation	
12	Group Presentation & Exam II	

The information contained in this syllabus is subject to change and any changes made to this syllabus will be announced in class.