



## Alignment of Program and Course Outcomes

<b>BBA-IBGM Program Learning Outcome</b>	<b>Course LOs</b>
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 project. The focus of all activities will be on the understanding of the concepts and application of the major framework.

### Assessment

A1: Class Participation	<b>10%</b>
A2: In-Class Assignments	<b>10%</b>
A3: One Group Project & Presentation	<b>30%</b>
A4: Two Exams	<b><u>50%</u></b>
	<b>100</b>

#### 1. Class Participation (10%)

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 (10%)

There will be assignments, integrative exercises, and/or quizzes 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.

### 4. Exams (50%)

There will be two exams during the semester: each takes up 25% of your final grade. 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. Group Project Guideline

In this project, you will work as consultants to help a large Chinese company to enter one of the following countries: India, Japan, South Korea; Brazil, Mexico, USA; France, Germany, and Russia. The company should have not entered the selected country yet.

The Analysis and Report (20%) consist of the following parts:

#### 1. Company Background

- 1) A brief introduction of the company background
- 2) A brief explanation of why the company is chosen for the specific country

#### 2. Country Analysis

- 1) Provide a brief overview of the Geographic/Economic/Trade environments and then identify the most distinctive features that will affect the operation of the selected company. How should the company adapt to these factors?
- 2) Provide a brief overview of the Socio/Cultural environments and then identify the most distinctive features that will affect the operation of the selected company. How should the company adapt to these factors?
- 3) Provide a brief overview of the Political/Legal environments and then identify the most distinctive features that will affect the operation of the selected company. How should the company adapt to these factors?

#### 3. Industry Analysis

- 1) Assess the competitive advantages/disadvantages of the selected company in China.
- 2) Assess the competitive advantages/disadvantages of the selected company relative to global and local firms in the target country.

#### 4. Company Analysis

- 1) Detailed recommendations and justifications for how the company should enter the target country.
- 2) Detailed business action plan (e.g., strategic orientation, positioning, localization, etc.) for achieving competitive advantage over the next five years.

#### Notes

- The report should be limited to 20 typed (double-spaced or 1.5-spaced) pages excluding exhibits and appendices.
- Please cite the references appropriately and place the bibliography at the end of the report.
- A country can only be chosen by one group on a first come first serve basis. Let me know as soon as your group selects a country.
- If you want to choose another country, please let me know first.
- Please hand in both a soft and hard copy of your project final report and PPT before your presentation. **[No folder please]**

#### **Presentation (10%)**

- The oral presentation will be 15-minute followed by a 5~7 minutes question-and-answer session. The professor and all your classmates other than your group members will evaluate your presentation. Their evaluation will be your grade for the presentation.
- At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form will be handed out by the end of the semester. This peer evaluation will be indexed to your final group exercise grade.

**Group Proposal:** due Sep 26, 2009

Each group need to submit a two-page (single-spaced) project proposal. The proposal should include

- 1) the country and company chosen for the project,
- 2) a brief introduction of the company background,
- 3) a brief explanation of why the company is chosen for the specific country,
- 4) group action plan (i.e., list out all the tasks to be completed to finish the project.),
- 5) preliminary division of tasks among group members, and
- 6) projected time table for completing the project (i.e., specify the expected completion date for each of the tasks.)

#### **IV. 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.

V. Course Schedule (All the teaching notes are available on <http://webet.hku.hk>)

Week	Date	Topic	Readings	Project & Presentation
1	M (Sep 5) W (Sep 7)	International Business: An Overview <i>Why go global?</i>	Ch 1&2	<b>HW1 due</b>
2	M (Sep 12) W (Sep 14)	International Trade <i>How nations achieve competitive advantage?</i>	Ch 6 & 8	
3	M (Sep 19) W (Sep 21)	Global Economic Environment <i>Business strategies in developed/developing countries?</i>	Ch 9 & 10	
4	M (Sep 26) W (Sep 28)	Global Cultural Environment <i>Cultural variations and management style</i>	Ch 4	<b>Group Proposal due</b>
5	M (Oct 3) W (Oct 5)	Global Political & Legal Environment <i>How to attenuate political/legal risk?</i> <u>Holiday, no class</u>	Ch 7	
6	M (Oct 10) W (Oct 12)	Exam I Case Analysis & Review		
7		<b>Reading Week, no class</b>		
8	M (Oct 24) W (Oct 26)	International Business Research <i>Identify potentials in foreign markets</i>	Ch 13	
9	M (Oct 31) W (Nov 2)	Global Strategy and Operation <i>Standardization versus localization</i>	Ch 12	
10	M (Nov 7) W (Nov 9)	Global Entry Strategies <i>Risk versus control</i>	Ch 14-17	
11	M (Nov 14) W (Nov 16)	Group Presentation Group Presentation		<b>GP Report due</b> <b>GP Report due</b>
12	M (Nov 21) W (Nov 23)	Group Presentation Group Presentation		<b>GP Report due</b> <b>GP Report due</b>
13	M (Nov 28) W (Nov 30)	Exam II Case Analysis & Review		

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