Course Description and Objectives:

BUSI1805 International Field Trip is a required course for the BBA(IBGM) students, with aims to provide students an opportunity to gain international exposure and acquire the first-hand knowledge of international business and global management. Each year a country /countries with emerging international business opportunities will be selected as the field trip destination. Cultural activities and firm visits will be arranged during the trip to raise students’ awareness in cultural diversities and enhance their understanding of how cultures impact business practices in the country /countries. Students will write their field trip journal for reflection on their new cultural experience and knowledge obtained during the trip. Based on the research theme of the year, students will work in a group to conduct research analyses through literature review, on-site visits, and interviews to explore global topics related to the specific field trip destination and present their findings/recommendations on the issues related to international business and global management.

Course Objectives:

1. To provide students an opportunity to gain overseas exposure and explore global topics related to the specific field trip destination
2. To raise students’ awareness in cultural diversities and enhance their understanding of how cultures impact business practices
3. To acquire knowledge about the international business environment and global management issues.

Course Learning Outcomes (CLOs):

By the end of the course, students should be able to:

- **CLO1.** Acquire knowledge of international business and global management
- **CLO2.** Develop cultural sensitivity and raise awareness of how culture impacts business practices
- **CLO3.** Conduct international business research and analysis through desk research, on-site visits, and interviews
- **CLO4.** Apply learned knowledge to identify opportunities and challenges and make recommendations
- **CLO5.** Develop skills in report writing and presentation
Alignment of Program and Course Outcomes:

<table>
<thead>
<tr>
<th>Program Learning Outcomes</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Acquisition and internalization of knowledge of international business and global management</td>
<td>CLO1, CLO2, CLO3</td>
</tr>
<tr>
<td>2. Application and integration of learned knowledge</td>
<td>CLO2, CLO3, CLO4</td>
</tr>
<tr>
<td>3. Inculcating professionalism and leadership</td>
<td>CLO1, CLO4</td>
</tr>
<tr>
<td>4. Developing global outlook</td>
<td>CLO2</td>
</tr>
<tr>
<td>5. Mastering communication skills</td>
<td>CLO4, CLO5</td>
</tr>
</tbody>
</table>

Teaching and Learning Activities:

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected Hours</th>
<th>Study Load (% of Study)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Trip:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Class activities, library workshop, and group country analysis presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Student study effort in preparation for class activities and group country analysis presentations</td>
<td>30</td>
<td>21.4%</td>
</tr>
<tr>
<td>During the Field Trip:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Firm visits and cultural activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Student study effort in preparation for firm visits, cultural activities, and field trip journal</td>
<td>80</td>
<td>57.2%</td>
</tr>
<tr>
<td>Post-Trip:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Class activities and group industry analysis presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Student study effort in preparation for group industry analysis. report and presentation, and individual company analysis report</td>
<td>30</td>
<td>21.4%</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

Assessment:

1. Individual Attendance and Participation                                                             10%
2. Field Trip Journal                                                                                  30%
3. Group Industry & Company Analysis Report                                                            30%
4. Group Presentation                                                                                  30%
Total                                                                                                 100%

Peer Evaluation for Group Work
In normal cases, each individual group member receives the same total score for his/her group work. However, in some cases, individual group members’ scores will be adjusted depending on their efforts and contribution to the group work. At the end of the semester, students will be given an opportunity to submit peer-evaluation forms.

All written work for the class should follow these guidelines: Times New Roman, 12 pt font, double-spaced, 1” margins all around, except where otherwise noted.
## Standards for Assessment:

### 1. Individual Attendance and Participation (10%)

Attendance will be taken for the lectures and presentations. Discussion and sharing in class will also be considered in assigning points for attendance and individual participation.

<table>
<thead>
<tr>
<th>CLO</th>
<th>CLO 1, CLO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+, A, A-</td>
<td>Extremely well prepared for class discussion, active in sharing views, and attend at least 90% of classes</td>
</tr>
<tr>
<td>B+, B, B-</td>
<td>Partially prepared for class discussion, quite active in sharing views, and attend at least 80% of classes</td>
</tr>
<tr>
<td>C+, C, C-</td>
<td>Not well prepared for class discussion, only occasionally sharing views, and attend at least 70% of classes</td>
</tr>
<tr>
<td>D+, D</td>
<td>Not well prepared for class discussion, no sharing of views, and attend at least 60% of classes</td>
</tr>
<tr>
<td>F</td>
<td>Never prepared for class discussion, no sharing of views, and attend less than 50% of classes</td>
</tr>
</tbody>
</table>

### 2. Field Trip Journal (30%)

<table>
<thead>
<tr>
<th>CLO</th>
<th>CLO 1, CLO 2, CLO 4</th>
</tr>
</thead>
</table>
| A+, A, A- | 1. All or almost all of the observations and learning described are important and relevant to the required journal focus and with deep and critical thinking of the acquired knowledge.  
2. Clear, fluent, well-organized with coherence and smooth progression of ideas, appropriate length. |
| B+, B, B- | 1. Most of the observations and learnings described are important and relevant to the required journal focus and with some degree of deep thinking of the acquired knowledge.  
2. Generally clear, organized with coherence, appropriate length. |
| C+, C, C- | 1. Some of the observations and learnings described are important and relevant to the required journal focus but lack of deep thinking of the acquired knowledge.  
2. Moderately clear, show some effort in making the writing organized, with some coherence and progression of ideas, appropriate length, some noticeable writing errors. |
| D+, D | 1. Very few of the observations and learnings described are important and relevant to the required journal focus and lack of deep thinking of the acquired knowledge.  
2. Show little effort in making the writing clear and organized, inappropriate length, many noticeable writing errors. |
| F | 1. None of the observations and learnings described are important and relevant to the required journal focus and lack of deep thinking of the acquired knowledge.  
2. Unclear, serious problems in organization and coherence, inappropriate length and tone, and writing errors so serious that meaning is obscured. |

### 3. Group Industry & Company Analysis Report (30%)

<table>
<thead>
<tr>
<th>CLO</th>
<th>CLO 1, CLO 2, CLO 4</th>
</tr>
</thead>
</table>
| A+, A, A- | 1. All or almost all critical issues of the current situation of the company/industry/country are clearly and accurately identified.  
2. The analysis is insightful, critical, thorough, systematic, and consistent with sufficient supports of relevant and helpful fact/data nicely integrated to the analysis.  
3. The overall analysis demonstrates a profound understanding of the current situation of the company/industry/country. |
| B+, B, B- | 1. Most critical issues of the current situation of the company/industry/country are identified.  
2. The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data.  
3. The overall analysis demonstrates a good understanding of the current situation of the company/industry/country. |
4. Presentation (30%)

Students are divided into groups and are required to conduct a group presentation. Each group prepares and deliver a 20-minute presentation including a Q&A session. The group presentation will be evaluated based on five criteria (i.e., presentation style, content coverage, articulation on critical issues, use of concepts discussed in class, quality of interaction). In determining the grade, input from the audiences’ evaluations and their questions will be considered.

<table>
<thead>
<tr>
<th>CLO</th>
<th>CLO 1, CLO 2, CLO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+, A, A-</td>
<td>Professional presentation style, comprehensive content coverage, well-articulated on critical issues, effective use of management concepts, and quality interaction with audience.</td>
</tr>
<tr>
<td>B+, B, B-</td>
<td>Decent presentation style, appropriate content coverage, clear discussion of critical issues, moderately effective use of management concepts, and acceptable interaction with audience.</td>
</tr>
<tr>
<td>C+, C, C-</td>
<td>Mediocre presentation style, limited content coverage, marginally acceptable discussion of critical issues, infrequent use of management concepts, and limited interaction with audience.</td>
</tr>
<tr>
<td>D+, D</td>
<td>Weak presentation style, key content omitted, unclear focus on critical issues, very limited use of management concepts, and poor interaction with audience.</td>
</tr>
<tr>
<td>F</td>
<td>Unacceptable presentation style, questionable content coverage, omitting critical issues, zero use of management concepts, and no interaction with audience.</td>
</tr>
</tbody>
</table>

**Academic Conduct:**

The University Regulations on academic dishonesty will be strictly enforced! Academic dishonesty includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else’s ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.

Please check the University Statement on plagiarism on the web: [http://www.hku.hk/plagiarism/](http://www.hku.hk/plagiarism/). Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).
### Tentative Course Schedule

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Class Activities / Written Work Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Trip</strong></td>
<td>• Course Overview and Orientation&lt;br&gt;• Customized Library Workshop&lt;br&gt;• Field Trip Briefings&lt;br&gt;• Group Country Analysis Presentations&lt;br&gt;• Class Activities for Field Trip Preparation</td>
</tr>
<tr>
<td>(February)</td>
<td></td>
</tr>
<tr>
<td><strong>During the Overseas Field Trip</strong></td>
<td>• Firm Visits&lt;br&gt;• Cultural Activities&lt;br&gt;• Group Preparation for Firm Visits and Cultural Activities</td>
</tr>
<tr>
<td>(March: Reading Week)</td>
<td></td>
</tr>
<tr>
<td><strong>Post-Trip</strong></td>
<td>• Firm Visits&lt;br&gt;• Cultural Activities&lt;br&gt;• Group Preparation for Firm Visits and Cultural Activities</td>
</tr>
<tr>
<td>(March-April)</td>
<td></td>
</tr>
</tbody>
</table>

Note: The above schedule is subject to change with prior notice.