

## Subject Description Form

<b>Subject Code</b>	MM4342
<b>Subject Title</b>	Global Business Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Management and Organisation (MM2021) or equivalent <b>Exclusion:</b> International Business (MM4341)
<b>Role and Purposes</b>	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.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"><li>a. understand the global and regional business environment for multinational operations (<b>BBA Outcome 2</b>);</li><li>b. identify the forms and activities of international business (<b>BBA Outcome 3</b>);</li><li>c. analyze the management issues for configuring and integrating multinational business activities for internationally competitive performance;</li><li>d. analyze and make recommendations on the management and integration of multi business activities for firms attempting to realize locational or expansion objectives (<b>BBA Outcome 8</b>);</li><li>e. understand the role that different languages, customs and culture play in developing successful operations in different countries (<b>BBA Outcomes 2 &amp; 9</b>);</li><li>f. develop their research, writing and communication skills in ways that require them to think critically about how similar issues must be addressed differently in other countries (<b>BBA Outcome 1</b>).</li></ul>

<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>International trade framework and internationalization strategies of firms</b></p> <ul style="list-style-type: none"> <li>- historical perspectives of the globalization of industrial activities</li> <li>- theories of international trade and investment</li> <li>- internationalization process and strategies of firms</li> </ul> <p><b>Political and socio-economic environments</b></p> <ul style="list-style-type: none"> <li>- international institutions and liberalization of trade</li> <li>- role of government and political risk</li> <li>- economic integration and cooperative agreements</li> <li>- socio-cultural environments of international business</li> </ul> <p><b>International business - forms and activities</b></p> <ul style="list-style-type: none"> <li>- export strategy and marketing</li> <li>- international licensing and technology transfer</li> </ul>
	<ul style="list-style-type: none"> <li>- foreign direct investment in the Asia-Pacific region</li> <li>- joint venture management and strategic alliances in Hong Kong - China context</li> </ul> <p><b>Organization and control</b></p> <ul style="list-style-type: none"> <li>- developing flexible organizational structure for multi-location operations</li> <li>- issues in coordinating global value-chain activities</li> <li>- culture and shared value to support structure</li> <li>- strategy and structure for international competitiveness</li> </ul>
<b>Teaching/Learning Methodology</b>	<p>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.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	<b>Continuous Assessment</b>	<b>50%</b>						
	<i>Group</i>							
	Group Presentation	15%	✓		✓		✓	✓
	<i>Individual</i>							
	Individual report	25%	✓	✓			✓	✓
	Class Participation	10%	✓	✓	✓	✓		
	<b>Examination</b>	<b>50%</b>	✓	✓	✓	✓	✓	✓
	Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b>BOTH</b> the Continuous Assessment and Examination components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> <li>▪ Consider and analyse the issues, theories, and concepts which are presented in the lectures and seminars;</li> <li>▪ Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper articles, industry reports, etc.;</li> <li>▪ Appreciate that there are political, economic, social and cultural differences among different countries;</li> <li>▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of doing for a company's international strategies.</li> </ul> <p>Feedback is given to students immediately after they have presented their view and all students are invited to join this discussion.</p>								
<b>Student Study Effort Expected</b>	Class contact:							
	▪ Lectures		26 Hrs.					
	▪ Seminars		13 Hrs.					
	Other student study effort:							
	▪ Preparation for discussion		42 Hrs.					
	▪ Preparation for project/assignment/examination		42 Hrs.					
	Total student study effort		123 Hrs.					

## Reading List and References

### ***Recommended Textbook***

Hill, C. W. L., Wee, C. H. & Udayasankar, K. (2016). *International Business Asia Global Edition*. McGraw-Hill.

### ***References***

Adler, N. J. & Gundersen, A. (2008). *International Dimensions of Organizational Behavior*. Cengage Learning.

Ahlstrom, D. & Bruton, G. D. (2010). *International Management: Strategy and Culture in the Emerging World*. Cengage Learning.

Bartlett, C. & Beamish, P. (2014). *Transnational Management*. McGraw-Hill.

Ciravegna, L., Fitzgerald, R. & Kundu, S. (2014). *Operating in Emerging Markets: A Guide to Management and Strategy in the New International Economy*. FT Press.

Cullen, J. B. & Parboteeah, K. P. (2017). *Multinational Management*. Cengage Learning.

Daniels, J., Radebaugh, L. & Sullivan, D. (2015). *International Business*. Prentice Hall.

Delios, A. & Beamish, P. (2011). *International Business: An Asia Pacific Perspective*. FT Press.

Dicken, P. (2014). *Global Shift: Mapping the Changing Contours of the World Economy*. SAGE.

Griffin, R. W. & Pustay, M. W. (2015). *International Business: A Managerial Perspective*. Prentice Hall.

Madura, J. (2016). *International Financial Management*. Cengage Learning.

Oshri, I., Kotlarsky, J. & Willcocks, L. P. (2015). *The Handbook of Global Outsourcing and Offshoring*. Palgrave Macmillan.

Peng, M. (2017). *Global Business*. Cengage Learning.

Spero, J. E. & Hart, J. A. (2010). *The Politics of International Economic Relations*. Cengage Learning.

Steers, R. M., Nardon, L. & Sanchez-Runde, C. J. (2013). *Management across Cultures: Developing Global Competencies*. Cambridge University Press.

Wild, J. J. & Wild, K. L. (2016). *International Business: The Challenges of Globalization*. Prentice Hall.