

<b>Subject Code</b>	MM539
<b>Subject Title</b>	International Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Role and Purposes</b>	This subject contributes to the achievement of the outcomes by enabling students to compare and contrast the modes of entry available to a firm evolving into a multinational enterprise and apply that knowledge to a written internationalization project report, to explain why “national culture” should or should not be the driving force in designing management and organization programs such as performance management or compensation systems, to have the ability and self-knowledge required to work effectively with, and through, others, to describe methods used to analyze 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.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. to examine the present economic status in the major regions of the global community;</li> <li>b. to analyze some of the major developments and issues in the various regions of the world;</li> <li>c. 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;</li> <li>d. to develop analytical framework for assisting in the decision-making process of global managers;</li> <li>e. work effectively with others in completion of a project in International Management.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b><u>Theories of international business and internationalisation of firms</u></b> 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><b><u>Comparative environmental frameworks &amp; international management issues</u></b> Classification of national economies and macroeconomic issues confronting international business; 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><b><u>Strategy and management of international business</u></b> 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 sourcing, production and logistics.</p> <p><b><u>Coordination and control of trans-national inter-firm networks</u></b> Configuration and coordination of value and support activities for international</p>

	competitiveness; organic form of organisational structure of global firms; management development and shared values; portfolio analysis and international corporate planning.						
<b>Teaching/Learning Methodology</b>	In the first part of each class, the instructor will provide students with a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified with 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.						
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.	d.	e.
	<b>Continuous Assessment*</b>	<b>70%</b>					
	1. Group project	30%	✓	✓	✓	✓	
	2. Individual essay <sup>#</sup>	30%	✓	✓	✓	✓	
	3. Peer appraisal	10%					✓
	<b>Examination</b>	<b>30%</b>	✓	✓	✓	✓	
Total	100 %						
<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 <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></p> <p>There will be a final written examination which will cover all study assignments, cases, readings, and activities delivered and performed during the course. This will require them to demonstrate the application of concepts and global outlook. Students are expected to form a team and give a 15-minute presentation. The assessment will enable student to develop effective communication and interpersonal skills. Each student is required to submit an individual report on international business. This will require students to demonstrate critical thinking and application of concepts.</p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lectures		39 Hrs.				
	Other student study effort:						
	▪ Self-study		78 Hrs.				
Total student study effort		117 Hrs.					
<b>Reading List and References</b>	<p><u>Textbook</u></p> <ul style="list-style-type: none"> <li>Hill, Wee &amp; Udayasankar, 2016, International Business: An Asian Perspective, McGraw Hill.</li> </ul> <p><u>Academic References</u></p>						

- Luthans & Doh (2012). *International Management: Culture, Strategy and Behavior* (8th ed.). McGraw Hill.
- Baldwin, R.E. and Martin, P. (1999) *Two Waves of Globalization: Superficial Similarities, Fundamental Differences*, 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', *Journal of International Business Studies* 33(2): 365-373.
- Micklethwait, J. and Wooldridge, A. (2000) *A Future Perfect: The Challenge and Hidden Promise of Globalization*, Crown Business: New York
- World Economic Forum, *Global Competitiveness Report* (various issues).

General References

- *Asian Wall Street Journal*. Dow Jones & Company (Daily newspaper)
- *The Economist*, London, The Economist Newspaper Limited, current issues available. (Weekly magazine).
- *The Financial Times*, Jones Pub. Co. (Asia), Inc.(Daily newspaper).
- *Far East Economic Review*, (Weekly magazine).