

CB4305: INTERNATIONAL BUSINESS

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

International Business

Subject Code

CB - College of Business (CB)

Course Number

4305

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

FB2300 / CB2300 Management

Precursors

Nil

Equivalent Courses

MGT4227 International Business

Exclusive Courses

Nil

Part II Course Details

Abstract

Develop an understanding and knowledge of basic principles and concepts of international economics and management. Examine the various cultural, political, and legal issues that impact international business activity. Examine the international

institutions and practices that impact international business. Understand the different challenges business face when they operate in an international environment. Develop intellectual skills so that students are able to integrate previously learned aspect of business and organization in the global context.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the fundamental theories governing international business and then apply them in the international context in order to improve organizational performance.	30		x	
2	Critically analyse and evaluate global business environments including the cultural difference and international organizations.	25	x	x	x
3	Apply the knowledge developed through analysis and evaluation to create appropriate international strategy for successful business operation in foreign countries.	25		x	x
4	Develop and demonstrate professional business presentation skills and effective communication skills.	20		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will be equipped with knowledge about international management. During the lectures, students will be expected to actively participate by responding to and answering questions and by sharing their understanding and critique of the course readings to facilitate explanation, evaluation, analysis and comparison, application, and communication.	1, 2, 3, 4	33 hours per semester

2	Peer Discussion and Presentation	Students will form groups and investigate the strategic issues of company. Students will be asked to base the concepts and frameworks covered in class to analyze and offer recommendations regarding the issue. Group presentations will be scheduled in class for the students to share their study.	2, 3, 4	5 hours per semester
3	Drill and Practice	The case studies provide students with the opportunities to learn from the experience of real companies. Students will demonstrate their critical thinking by analyzing and evaluating a firms' situation and recommending the solution to the issue.	1, 2, 3, 4	10 hours per semester

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project and Presentation	2, 3, 4	40	Group project report will be evaluated in both content and writing. The content portion will be based on how well the students have analysed and evaluated topics by incorporating their thoughts. The writing portion will be based on spelling, grammar, syntax, and organization and flow etc. Presentation will be graded on the basis of content and presentation skills.

2	Class Participation	1, 2, 3, 4	20	Class participation is assessed based on student contribution to the class discussion and attendance. As the department requires 70% attendance, checking one' s attendance is mandatory. Missing more than 30 minutes is considered as absence.
3	Individual Essay	1, 2, 3, 4	40	The individual essay will cover all materials covered throughout this course.

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Group Project and Presentation

Criterion

Group Projects

Excellent (A+, A, A-)

As in B, but with higher degree of originality and even good evidence of reflection on own performance based on theory. Generalizes principles, models or practices to new and unfamiliar real-life contexts.

Good (B+, B, B-)

The evidence presents a good appreciation of the general thrust of the case with relevant and accurate support of concepts taught in class. A clear view of how various aspects of the case integrate to form a purpose. Solutions or recommendations well justified.

Fair (C+, C, C-)

The evidence is relevant, accurate. However, there is little evidence of an overall extensive view of the case issues. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations.

Marginal (D)

Pieces of evidence are relevant and accurate, but analyses are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Insufficient coverage, little originality, weak justification of solutions or recommendations.

Failure (F)

No submission of the written report.

Assessment Task

Group Project and Presentation

Criterion

Presentation

Excellent (A+, A, A-)

Interesting and suitably complex account of analysis/solution demonstrating original contribution, going well beyond standard resources/ references / concepts, stating a point of view in one' s own voice. Suitably impresses with critical analysis in the judgment of the marker.

Good (B+, B, B-)

As in C, but also shows logical progression and possibly new and original insights. Most/all relevant points drawn from prevalent models or conceptual frameworks, uses appropriate structure to resolve issues with convincing arguments and discussion.

Fair (C+, C, C-)

Presentation describes topic, refers to what is proposed to be done. More relevant points drawn from prevalent models or conceptual frameworks, evidence of grasp of issues but has some difficulty in finding resolution or engaging in critical analysis.

Marginal (D)

Presents enough to describe what the issues are about. Some relevant points, however only re-describes the factual elements in a wooden manner, mainly pro and con. Uses a few mainstream references and applies correct concepts.

Failure (F)

Being absent in the group-based presentation without a legitimate reason.

Assessment Task

Class Participation

Excellent (A+, A, A-)

The student always attends class on time. The student always answers at least one question or make a meaningful comment evepry week. The student always gets the assigned reading done.

Good (B+, B, B-)

The student often attends class on time. The student often answers one question or make a meaningful comment every week. The student often gets the assigned reading done.

Fair (C+, C, C-)

The student mostly attends class on time. The student sometimes answers questions or make a meaningful comment in the class. The student sometimes gets the assigned reading done.

Marginal (D)

The student hardly attends class on time. The student hardly answers question or make a meaningful comment in the class. The student hardly gets the assigned reading done.

Failure (F)

The student never attends class on time. The student never answers question or make a meaningful comment in the class. The student never gets the assigned reading done.

Part III Other Information

Keyword Syllabus

The purpose of this course is to introduce students to the fundamental concepts of international business. It will provide students with a basic understanding of the global business environment. We will discuss such topics as international business environments (political, cultural, and economic), international expansion, entry mode choice, strategic alliances and joint ventures, international acquisition, managing a multinational enterprises and a foreign subsidiary. Students should leave this course with an increased appreciation of the challenges and opportunities of doing business internationally.

Reading List

Compulsory Readings

Title	
1	Delios, A., Beamish, P. & Lu, J. International Business: An Asia Pacific Perspective (2nd edition) Pearson.

Additional Readings

Title	
1	Supplementary articles and readings specified by the instructor