



THE CHINESE UNIVERSITY OF HONG KONG
INTERNATIONAL SUMMER SCHOOL (JULY SESSION)
29 JUNE – 2 AUGUST 2021

MGNT2510 INTRODUCTION TO INTERNATIONAL BUSINESS

Time: Tuesday, Wednesday & Thursday 09:30 – 12:30 (GMT +8)

Location: Online (Zoom)

Instructor: Dr. Frank NG

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Teaching Assistant: TBA

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COURSE DESCRIPTION

This course studies the nature, form and scope of international business. Topics include foreign environment and major international business activities, such as exporting, direct investment, licensing and other contractual arrangements. Management strategies concerning production, marketing, human resource, and finance in an international context will also be discussed.

COURSE LEARNING OUTCOMES (CLOs)

- CLO1: Understand concepts and theories in international business and outline the environment in which international business activities are conducted
- CLO2: Develop skills in applying those concepts and theories to understanding various global business management situations
- CLO3: Develop critical thinking, oral and written communication skills
- CLO4: Develop the ability to propose strategies in a global environment

RECOMMENDED TEXTBOOK

- Peng, M.W. 2017. *Global Business (4th Asia Edition)*. Cengage. ISBN: 9789814844703

READING(S)/REFERENCE(S)

- List of readings/articles will be provided via Blackboard.

GRADING WEIGHTS

	<u>Assessment tasks</u>	<u>LO Alignment</u>	<u>Weight</u>
1.	Reflection Assignment	LO1, LO2; LO3	30%
2.	Ted Talk	LO3	10%
3.	Strategy Analysis	LO1; LO2; LO3; LO4	20%
4.	Test 1 (20%) and Test 2 (20%)	LO1; LO2; LO4	40%

1. **Reflection Assignment (30%)** – There are reflection assignments from Week 1 to 3 to be done and submitted at Padlet (<https://Padlet.com>). The objective of reflection assignment is to apply the concepts in a real context and express your opinions. Please refer to the Assessment Rubrics for the grade descriptor of Reflection Assignment. Also, before submission, please go through the VeriGuide procedure or your assignment would NOT be graded otherwise.

2. **Ted Talk (10%)** – This is an informal panel session designed to facilitate your active and mutual learning among students. During Week 3 and 4, you will prepare a short Ted Talk (reference: <https://ted.com>) of no longer than 5 minutes, introducing a latest/emerging global business issue. Examples of global business topics include but not limit to:
- Opportunities or challenges for Chinese MNEs in Belt and Road Initiatives?
 - Any attractive emerging markets after BRIC?
 - Is it worth investing in Southeast Asia?
 - What if US agricultural subsidies are removed?

Please refer to the Assessment Rubrics for the grade descriptor of Ted Talk.

3. **Strategy Analysis (20%)** – In Week 5, you will take the role of strategic thinker to choose an MNE and complete a strategy analysis of no longer than 10 minutes to analyse and evaluate its global strategy. Please refer to the Presentation Guidelines for details and the Assessment Rubrics for the grade descriptor of Strategy Analysis.
4. **Test 1 (20%) & Test 2 (20%)** – You will take two tests during the course. These tests primarily focus on evaluating your understanding of key concepts and theories and critical analysis of materials covered in classes. The questions will be in the form of short cases and/or essays. Please make sure ahead of time that you will be able to prepare the tests.

You are required to take the test on the specified date. Please be PUNCTUAL. Make-up tests can only be approved in advance of the tests if and only if you have a university-excused absence (that is, in a medical conditions or with other compelling reasons that prevents you from attending the tests). You should contact BOTH me and the OAL in writing with documentary evidence no later than 3 days before the tests. Unless due to emergencies, requests submitted after the tests will not be considered. Absence of either tests without permission from the OAL will be given a grade of 'F' for that test.

Following the International Summer School Policy, Students should report all leaves and absences, including sick leaves and absences from class. In case of illness/injury necessitating absence, a medical certificate is required as documentary evidence.

COURSE DESCRIPTOR

- A: Outstanding performance on all learning outcomes.
- A-: Generally outstanding performance on all (or almost all) learning outcomes.
- B+/B/B-: Substantial performance on all learning outcomes, or high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.
- C+/C/C-: Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
- D+/D: Barely satisfactory performance on a number of learning outcomes
- F: Unsatisfactory performance on a number of learning outcomes, or failure to meet specified assessment requirements.

ASSIGNMENT SUBMISSION & FEEDBACK

The turnaround time for all assessments and tests will be no longer than 1 week. Grades and feedbacks of each assessment will be released via Blackboard. You may make appointments as well to discuss the comments/feedbacks directly.

CLASS SCHEDULE

Week	Date	Topics	Activities
1	1 <i>Tue, June 29</i>	T1: Globalising Business	
	2 <i>Wed, June 30</i>	T2: Understanding Country Difference: Formal Institutions	<i>Dissemination: Reflection assignment 1</i>
	<i>Sun, July 4</i>	<i>Submission deadline: Reflection assignment 1</i>	
2	3 <i>Tue, July 6</i>	T3: Understanding Country Difference: Informal Institutions	
	4 <i>Wed, July 7</i>	T4: Trading and Outsourcing Internationally	
	5 <i>Thu, July 8</i>	T5: Investing Abroad Directly	<i>Ted Talk Order Dissemination: Reflection assignment 2</i>
	<i>Sun, July 11</i>	<i>Submission deadline: Reflection assignment 2</i>	
3	6 <i>Tue, July 13</i>	Test 1	Coverage: T1-5
	7 <i>Wed, July 14</i>	T6: Dealing with Foreign Exchange	Ted Talk I <i>Strategy Analysis Preliminary Topic</i>
	8 <i>Thu, July 15</i>	T7: Internationalising and Entering Foreign Markets	Ted Talk II <i>Dissemination: Reflection assignment 3</i>
	<i>Sun, July 18</i>	<i>Submission deadline: Reflection assignment 3</i>	
4	9 <i>Tue, July 20</i>	T8: Strategising Around the World	Ted Talk III
	10 <i>Wed, July 21</i>	T9: Financing and Governing the Corporation Globally	Ted Talk IV <i>Course Review Strategy Analysis Order</i>
	11 <i>Thu, July 22</i>	<i>Strategy analysis meetings and preparations</i>	<i>No Class</i>
5	12 <i>Tue, July 27</i>	Strategy Analysis	Presentation I
	13 <i>Wed, July 28</i>	Strategy Analysis	Presentation II
	14 <i>Thu, July 29</i>	Test 2	Coverage: T6-9

ACADEMIC POLICIES

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures.

- In the case of group projects, all students of the same group should be asked to sign the declaration, each of whom is responsible and liable to disciplinary actions should there be any plagiarized contents in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the plagiarized contents.

- For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. A user manual of VeriGuide can be found at: https://academic.veriguide.org/academic/documents/VeriGuide_Academic_Student_User_Manual_CUHK.pdf.

Assignments without the properly signed declaration will not be graded by teachers.

Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.