



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

## **MGNT2510 INTRODUCTION TO INTERNATIONAL BUSINESS**

**No. of Credits:** 3

**Time:** Tuesday, Wednesday & Thursday 09:30 – 12:15 (GMT +8)

**Location:** Online (Zoom)

**Instructor:** Dr. Frank NG

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### **COURSE DESCRIPTION**

This course studies the nature, form and scope of international business. Topics include global business environment and major international business activities, such as exporting, outsourcing, foreign direct investment, entry strategy and international strategy.

This is a 100% online course. All the course materials will be delivered via Blackboard. To facilitate active learning in an online context, this course adopts a flipped classroom approach. Before each lecture, you are expected to go through online lectures to have a basic understanding of the topic. We will conduct other learning activities during lecture time for hands-on experience.

### **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 the ability to propose strategies in a global environment
- CLO4: Develop critical thinking, oral and written communication skills

### **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.	<b>Online lecture</b>	LO1; LO2	45%
2.	<b>Ted Talk</b>	LO4	10%
3.	<b>Strategy Analysis</b>	LO1; LO2; LO3; LO4	30%
4.	<b>Test</b>	LO1; LO2; LO3	15%

1. **Online Lecture (45%)** – As mentioned in course description, this course adopts the flipped classroom approach. Before each lecture, you are expected to go through the online lecture videos, which can be found under 'Course Content' section on Blackboard. After that, you will complete a short quiz (5% each). The objective of the quiz is to assess your understanding of basic knowledge covered. You have two attempts for each quiz. The attempt with a higher score will be graded.
2. **Ted Talk (10%)** – This is an informal session designed to facilitate mutual learning. During Week 3 and 4, you will prepare a short Ted Talk (reference: <http://ted.com>) of no longer than 5 minutes, introducing an emerging global business issue at national- / industry-level. Examples of global business topics include but do not limit to:
  - Any attractive markets or industries under the COVID era?
  - What is the future of global electric vehicle (EV) market?
  - Would cryptocurrency become the next global transaction currency?
3. **Strategy Analysis (30%)** – 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 (plus 5-minute Q&A), analysing and evaluating its strategy. Please refer to the Presentation Guidelines for details.
4. **Test (15%)** – You will take an open-book test at the end of the course. The test primarily focuses 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 test. Highlighted that you have to submit your answer to VeriGuide. Please go through the VeriGuide procedure carefully.

Make-up tests can only be approved in advance if and only if you are in a medical conditions or having 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.

For Strategy Analysis and Tests, please refer to the Assessment Rubrics for the grade descriptor of each assessment. You are required to complete these assessments on the specified date and time (that is, 09:30 – 12:15 HKT).

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.

#### **GRADE DESCRIPTOR**

- A: Outstanding performance on all learning outcomes.
- A-: Generally outstanding performance on all (or almost all) learning outcomes.
- 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: Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
- 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

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Activities</b>
1	1 <i>Tue, June 29</i>	<i>Course Introduction</i>	<i>Knowing each other Understanding course schedule &amp; assessment</i>
	2 <i>Wed, June 30</i>	<b>T1: Globalising Business</b>	
2	3 <i>Tue, July 6</i>	<b>T2: Understanding Country Difference: Formal Institutions</b>	
	4 <i>Wed, July 7</i>	<b>T3: Understanding Country Difference: Informal Institutions</b>	
	5 <i>Thu, July 8</i>	<b>T4: Trading and Outsourcing Internationally</b>	<i>Finalising Ted Talk Order</i>
3	6 <i>Tue, July 13</i>	<b>T5: Investing Abroad Directly</b>	
	7 <i>Wed, July 14</i>	<b>T6: Internationalising and Entering Foreign Markets</b>	<b>Ted Talk I</b>
	8 <i>Thu, July 15</i>	<b>T7: Strategising Around the World</b>	<b>Ted Talk II</b> <i>Finalising the MNE choice for Strategy Analysis</i>
4	9 <i>Tue, July 20</i>	<b>T8: Financing and Governing the Corporation Globally</b>	<b>Ted Talk III</b>
	10 <i>Wed, July 21</i>	<b>T9: Dealing with Foreign Exchange</b>	<b>Ted Talk IV</b> <i>Finalising Strategy Analysis Order Course Review</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>	<b>Strategy Analysis</b>	<b>Strategy Analysis I</b>
	13 <i>Wed, July 28</i>	<b>Strategy Analysis</b>	<b>Strategy Analysis II</b>
	14 <i>Thu, July 29</i>	<b>Test 2</b>	

## **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](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.

## APPENDIX: ASSESSMENT RUBRICS

### Ted Talk

Grade	
A	<ul style="list-style-type: none"><li>- demonstrate excellent sign of novelty and relevance to global business</li><li>- analyse the questions comprehensively and critically</li><li>- well-structure the talk with an outstanding presentation</li></ul>
B	<ul style="list-style-type: none"><li>- demonstrate clear sign of novelty and relevance to global business</li><li>- analyse the questions sufficiently</li><li>- structure the talk with a good presentation</li></ul>
C	<ul style="list-style-type: none"><li>- show some novelty and relevance to global business</li><li>- address the questions satisfactorily</li><li>- structure the talk with an acceptable presentation</li></ul>
D	<ul style="list-style-type: none"><li>- show little sign of novelty and relevance to global business</li><li>- address the questions with limited analysis</li><li>- structure the talk loosely with a fairly-acceptable presentation</li></ul>
F	<ul style="list-style-type: none"><li>- show no sign of novelty and relevance to global business</li><li>- address the questions descriptively with no analysis</li><li>- give a talk with a poor structure and presentation</li></ul>

### Strategy Analysis

Grade	Overall course
A	<ul style="list-style-type: none"><li>- demonstrate a thorough understanding and application of theories and concepts</li><li>- support the analysis with comprehensive and plentiful evidence</li><li>- analyse the firm systematically and critically and give sensible and creative recommendations</li><li>- well-structure the analysis with an outstanding presentation</li></ul>
B	<ul style="list-style-type: none"><li>- demonstrate a good understanding and application of theories and concepts</li><li>- support the analysis with sufficient and relevant evidence</li><li>- analyse the firm sufficiently and give good recommendations</li><li>- structure the analysis with a good presentation</li></ul>
C	<ul style="list-style-type: none"><li>- show a reasonable understanding and application of theories and concepts</li><li>- include some evidence and reference</li><li>- roughly analyse the firm and give fair recommendations</li><li>- structure the analysis with an acceptable presentation</li></ul>
D	<ul style="list-style-type: none"><li>- show an acceptable understanding and application of theories and concepts</li><li>- include limited evidence and reference</li><li>- partially analyse the firm and give very few recommendations</li><li>- loosely-structure the analysis with a fairly-acceptable presentation</li></ul>
F	<ul style="list-style-type: none"><li>- show a poor understanding and application of theories and concepts</li><li>- include almost no evidence and reference</li><li>- do not analyse the firm and give no recommendations</li><li>- do not structure the analysis with a poor presentation</li></ul>

## **APPENDIX: PRESENTATION DETAILS**

In this course, you will (i) choose an MNE; (ii) analyse and evaluate the MNE's current global strategy; and (ii) provide at least one strategic recommendation. Examples of global strategy topics include but not limit to:

- Where is Tesla's next market to enter?
- What should Starbucks do to gain a foothold in Italy?
- What should ByteDance acquire globally?

### **Time: 10-minute presentations plus 5-minute Q&A**

The presentation consists of three parts:

1. Introduce the study question of your analysis, the background of the MNE, and the key strategy to be examined. Ideally it should be interesting, and more importantly, reveal a themed global strategy topic discussed in this course.
2. Apply the knowledge and concepts of strategic management in the course to analyse the strategy.
3. Evaluate the current strategy, and recommend better solutions (if any). The strategic recommendation should be based on your analysis. More importantly, your recommendation should add value to the MNE and enhance its global competitiveness.
4. A 5-minute Q&A session

**Assessment criteria:** (a) understanding and application of theories and concepts; (b) evidence and reference supporting the analysis; (c) analysis and recommendations; (e) demonstration of critical thinking and presentation quality. Please refer to the Assessment Rubrics for the grade descriptor.

### **Important points:**

- You are free to choose any firm. To avoid duplication of MNE, you need to inform your choice of MNE (links to be provided). The choice of MNE is first-come-first-served.
- In addition to the required textbook and teaching materials, you are strongly recommended to explore other references. It includes but does not limit to other textbooks, academic journals, books, news articles, video clips, and company websites.
- No dress code is required. The presentation style is free. You are welcomed to conduct a formal presentation, dialogue, multimedia, role-playing, etc. English is the instruction of presentation.
- In addition to your own presentation, you are also expected to actively participate in your classmates' presentations to ask important and constructive questions.