This module is designed to provide students with a broad understanding of the issues involved in doing business in a globalised world economy. Throughout the semester we will be drawing on current knowledge in the area to learn about the main economic, political, and cultural factors that characterise the global business environment. Subsequently, we will focus on how these factors matter for firms, and discuss a range of the firm-level issues. These include global strategies and structures, the process and modes of foreign expansion, management of foreign subsidiaries, and financial and human factors in global business.

What will I learn?

On completing this module you will be expected to be able to:

1. Understand and apply the theories and tools discussed in this module to explain how and why the business environments of the world’s countries differ and influence one another;
2. Identify the practical challenges and opportunities resulting from these differences and interdependencies for businesses;
3. Identify, analyse and communicate efficiently the main contextual and managerial issues involved in practical implementation of an international business decision;
4. Draw upon insights from practitioner-oriented readings in the area of international business.

Indicative Module Content:

Week 1: Introduction and module overview
Week 2: Globalization and de-globalization
Week 3: The macro environment 1: Political, economic, and legal environments
Week 4: The macro environment 2: Ethics and cultural environment
Week 5: The macro environment 3: Financial environments and monetary management
Week 6: Basic theories about international trade and investment
Week 7: Guest talk: Africa and Global Business
Week 8: Strategy and opportunity assessment
Week 9: International expansion 1: Exporting and sourcing, marketing in the global firm
Week 10: International expansion 2: FDI and collaborative ventures
Week 11: International expansion 3: Licensing, franchising, and other contractual strategies
Week 12: Revision

*Note: The schedule for the guest lecture may be changed based on the guest lecturer’s availability.

How will I learn?

Student Effort Hours:

<table>
<thead>
<tr>
<th>Student Effort Type</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>24</td>
</tr>
<tr>
<td>Specified Learning Activities</td>
<td>50</td>
</tr>
<tr>
<td>Autononous Student Learning</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>124</td>
</tr>
</tbody>
</table>

Am I eligible to take this module?

Not applicable to this module.
### How will I be assessed?

<table>
<thead>
<tr>
<th>Description</th>
<th>Timing</th>
<th>Open Book Exam</th>
<th>Component Scale</th>
<th>Must Pass Component</th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Project: 1. During weeks 3-11, for each class we will analyse 1-2 mini business cases on the textbook, totally 15 cases. 2. Depending on the size of the class, 1~3 groups will discuss the same case.</td>
<td>Varies over the Trimester</td>
<td>n/a</td>
<td>Graded</td>
<td>No</td>
<td>25</td>
</tr>
<tr>
<td>Examination: Section A: Mini-case analysis (40% out of 100%) Section B: MCQs (20% out of 100%) Section C: Mini-essay questions (40% out of 100%)</td>
<td>2 hour End of Trimester Exam</td>
<td>No</td>
<td>Graded</td>
<td>No</td>
<td>65</td>
</tr>
<tr>
<td>Continuous Assessment: 1. Class attendance will be checked for week 2 - week 11. Each attendance accounts for 0.7. 2. Class participation will be checked based on discussion contribution. Each class accounts for 0-0.3.</td>
<td>Throughout the Trimester</td>
<td>n/a</td>
<td>Graded</td>
<td>No</td>
<td>10</td>
</tr>
</tbody>
</table>

*Carry forward of passed components:* Yes

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<div class="row">
  <div class="col-sm-6">
    <div class="subHeadCB">Carry forward of passed components</div>
    Yes
  </div>
</div>
What happens if I fail?

<table>
<thead>
<tr>
<th>Resit In</th>
<th>Terminal Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn</td>
<td>Yes - 2 Hour</td>
</tr>
</tbody>
</table>

Assessment feedback

Feedback individually to students, on an activity or draft prior to summative assessment
* Feedback individually to students, post-assessment
* Group/class feedback, post-assessment
* Online automated feedback
* Peer review activities
* Self-assessment activities

Feedback Strategy/Strategies:

How will my Feedback be Delivered?

Feedback during the semester:
1. As groups will lead the business case discussion week by week, students will have opportunities to see how different groups address the same cases and analyse the same questions. All students are welcomed to ask and answer questions to enhance in-class learning if time permitting. The purpose is to extend theoretical views across various disciplines.
2. For unaddressed questions in class, students may ask the lecturer immediately after the class or before the next class if time permitting, or write emails. For common issues, the module coordinator will send the announcement to all classes.
3. Class attendance and group work attendance will be checked and recorded. But the grade will only be available after the final exam.
4. Some ad hoc online MCQs are possible in order to understand students' progress.

Post-assessment feedback:
1. Students may contact the lecturer by email about the component he/she would like to get feedback. For class attendance or group case analysis, the lecturer will address directly.
2. For final exam, a student needs to view his/her exam script first as lecturers provide breakdowns for all questions. Then the student needs to confirm for which questions he/she expects more feedback so that lecturers will review them carefully.

Reading List

2. Recent articles from Harvard Business Review, Academy of Management Executive, MIT Sloan Management Review, etc. The article list will be updated yearly, and all are available in library.

Associated Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Bernard Faughey</td>
<td>Lecturer / Co-Lecturer</td>
</tr>
</tbody>
</table>

When is this module offered?

<table>
<thead>
<tr>
<th>Offering 1</th>
<th>Week(s) - Spring: All Weeks</th>
<th>Thurs 15:00 - 16:50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering 2</td>
<td>Week(s) - Spring: All Weeks</td>
<td>Fri 09:00 - 10:50</td>
</tr>
<tr>
<td>Offering 3</td>
<td>Week(s) - Spring: All Weeks</td>
<td>Fri 11:00 - 12:50</td>
</tr>
</tbody>
</table>
<dt>Level:</dt><dd>2 (Intermediate)</dd>
<dt>Credits:</dt><dd>5.0</dd>
<dt>Trimester:</dt><dd>Spring</dd>
<dt>Module Coordinator:</dt><dd>Dr Megan (Min) Zhang</dd>
<dt>Mode of Delivery:</dt><dd>Face-to-Face</dd>
<dt>Internship Module:</dt><dd>No</dd>
<dt>Clinical/ Fieldwork/ Placement:</dt><dd>No</dd>
<dt>How will I be graded?</dt><dd>Letter grades</dd>