



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

School of Business

STRA3702 International Business

2nd semester 2016/2017

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Office hour:	Tuesday 5-6 pm or by appointment	
Class:	Sub-class 2A: Monday 2:30 pm – 5:20 pm Sub-class 2B: Tuesday 1:30 pm – 4:20 pm	
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I. Course Information

Course Description:

Nations are more economically integrated than at any other point in human history. This presents business leaders with significant opportunities and challenges. On the one hand, the opportunity to sell to global markets rather than a single national market increases the potential profitability of nearly every kind of business activity. Furthermore, the sharp differences among nations in wage rates and national resource endowments allow firms to create value by locating different aspects of the value chain in those countries where they can be undertaken most efficiently. On the other hand, globalization increases the number and range of potential competitors, and the challenges of managing an international enterprise can be substantially greater than those confronting a firm largely based in a single country.

Course Objectives

This course provides students with the concepts, tools, and skill sets necessary to conduct in-depth analysis of the global economic landscape. The goal is to understand the underlying market and institutional mechanisms that drive globalization, shape the international business environment, and influence strategies of individual businesses. Topics we will cover include:

- What determines trade and investment across countries? How do culture, politics and international organizations interact with the global marketplace?
- What determines exchange rate fluctuations? How do they affect the domestic economies and firms' international competitiveness?
- Given the unique challenges and opportunities of operating across borders, how do firms make sourcing, manufacturing and distribution decisions on a global basis?

We emphasize a deep appreciation for, and understanding of, the interdependence and interrelatedness in the world economy. Classes will use a combination of lectures, case analysis, and analytical discussion of key topics and current events, with students expected to play an active role in the classroom.

Textbook and course materials

- Recommended textbooks:
 - Charles W.L. Hill, Chow-Hou Wee, and Krishna Udayasankar. *International Business: Asia Global Edition. Second Edition. McGraw-Hill, 2016.*
 - Paul Krugman, Maurice Obstfeld, and Marc Melitz. *International Economics: Theory and Policy. 10th Edition. Global Edition. Pearson, 2015*
- Lecture notes, case articles, and supplementary readings will be distributed in class and/or posted on the course's website before each class.

Course Learning Outcomes (CLOs)

On completion of this course, students should be able to:

Develop skills in analyzing economic, cultural, and legal/political differences between countries (CLO1)

Apply international business theories to address issues related to country selection and entry strategies etc. (CLO2)

Build managerial leadership and competency in managing international entry and operation strategies (CLO3)

Develop skills in case analysis, presentation, communication, and team work (CLO4)

Alignment of Program and Course Outcomes

BBA-IBGM Program Learning Outcome	Course LOs
1. Acquisition and internalization of knowledge of international business and global management.	CLO1, CLO2, CLO3
2. Application and integration of knowledge.	CLO2, CLO3, CLO4
3. Inculcating professionalism and leadership.	CLO3
4. Developing a global outlook.	CLO1, CLO2, CLO3
5. Mastering communication skills.	CLO4

II. Course Assessment

Teaching and Learning Activities

Various activities will be employed, including lectures and videos, class discussion, in-class exercises, group project, and assignment and exams. The focus of all activities will be on the understanding of the concepts and application of the major framework.

Course Teaching and Learning Activities	Expected contact hour	Study Load (% of study)
T&L1. Lecture with interactive exercises	36 hours	30%
T&L2. Group-based study and analysis	30 hours	30%
T&L3. Self study	54 hours	40%
Total	120 hours	100%

Assessment

A1: Class Participation	20%
A2: In-Class Assignments	10%
A3: Group Project	30%
A4: Exam	<u>40%</u>
	100

1. Class Participation (20%)

This is a participatory class where we will learn from each other as well as the text and related materials. Therefore, participation is required and each student must be willing to contribute effectively. 5% of total grade is based on class attendance, 15% of total grade is based on individuals' performance in class.

Attendance is mandatory for all classes. Since the course is designed to help you develop a personal synthesis and perspective, rather than simply survey analytical models, it is not easy to compensate for an absence. You may miss one class session during the semester without penalty. However, if you are unable to attend a session that involves case discussion, you need to submit a written analysis of the case. Your write-up should not be longer than 3 pages and should be submitted to me by email *prior to the session*. More than one absence will lower your class participation points, with more points deducted if you do not alert me in advance of class. Similarly, inappropriate and disturbing behaviour in the classroom such as arriving late or distracting other students will negatively affect your participation grade.

You may be called (at random) at any time during class to contribute to or critique the on-going discussion. Therefore, you will be expected to come to class well prepared to discuss and answer questions about all assigned chapters and all cases.

- Come to class well prepared. Read the case several times and think about how the concepts from the chapter or those discussed in class can be applied. Make notes that you can refer to during class.
- Contribute ideas and analysis to the class discussion. Given the complexities of the real world, there is no single right answer. What is more important is how you use strategic concepts and tools to analyse a situation.
- Listen carefully to your classmates and suggest supporting or alternative views.

Your class participation grade is determined based on the quality and quantity of your contributions. Not participating in class discussions will affect your final grade significantly, even if you attend all class sessions. Without participating you will not be able to get a pass grade on the participation component.

Class participation grades are at the discretion of the instructor and are not subject to debate, bargaining or appeal. Active participation is not possible if you are distracted. Therefore, during class you agree not to use laptop or other electronic devices (e.g., mobile phones, tablets) to ensure that everyone is engaged in the lecture and case analysis. Plan ahead, be prepared and hand-write notes in class.

2. In-Class Assignments (10%)

There will be assignments, integrative exercises, and/or quizzes during the class. The purpose is to help you better understand the most important concepts and their applications. You may be asked to work on the assignment in groups.

3. Group Project (30%)

In this course, you will be required to complete a group project in order to gain hands-on experience in the development of international business strategies. Groups of 5~6 will be formed to work on the project.

In this project, you will work as consultants to help a Chinese company to enter a foreign country. Each team will be required to analyse the target country of your choice, identify the potential opportunities and risks, make recommendations and design action plans. The team needs to present a country analysis in the middle of the semester, submit a written report and present complete analysis with more focus on the company at the end of the semester. A peer evaluation of your overall effort by group members will influence your grade as an individual on this group project. More detailed requirements will be provided in a project outline in class and posted on Moodle.

This project serves three main educational objectives: (1) it provides an opportunity to practice your skills in international business analysis and apply concepts covered in the course as well as your prior coursework; (2) it helps you learn how to gather information on countries, industries and firms, and (3) it offers a chance to practice working in teams, tapping on your understanding of different functional areas.

4. Exams (40%)

There will be one exam at the end of semester, which is a combination of multiple choice and case/essay questions, covering information from lectures as well as case discussions. Therefore, keeping up with the reading of assigned materials and attending class is strongly recommended.

Learning Outcomes, Teaching and Learning Activities, and Assessment

Course LOs	Activities	Assessment
(CLO1) Develop skills in analyzing economic, cultural, and legal/political differences between countries	T&L1, 2, 3	A1, 2, 3, 4
(CLO2) Apply international business theories to address issues related to country selection and entry strategies etc.	T&L1, 2, 3	A1, 2, 3, 4
(CLO3) Build managerial leadership and competency in managing international entry and operation strategies	T&L1, 2, 3	A1, 2, 3
(CLO4) Develop skills in case analysis, presentation, communication, and team work	T&L1, 2	A1, 2, 3

Standard of Assessment

Class participation, assignments, project reports and exams are graded using the following criteria:

Grade	Course Grade Descriptor
A+, A, A-	Strong evidence of superb ability to fulfill the intended learning outcomes of the course at

B+, B, B-	Strong evidence of ability to fulfill the intended learning outcomes of the course at all levels of learning: describe, apply, evaluate and synthesis.
C+, C, C-	Evidence of adequate ability to fulfill the intended learning outcomes of the course at low levels of learning; such as describe and apply, but not at high levels of learning such as evaluate and synthesis.
D+, D	Evidence of basic familiarity with the subject.
F	Little evidence of basic familiarity with the subject.

III. COURSE POLICIES

The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism at <http://www.hku.hk/plagiarism/>.

Students are required to attend classes **on time**. Arriving late or leaving early or walking in/out during class without permission will affect your class participation grade. Students are required to put your mobile phone on silent. No chatting is allowed in class.

IV. COURSE SCHEDULE

1. Introduction to Globalization
2. Trade Theory
3. The Competitive Advantage of Nations
4. The Political Economy of International Trade
5. Exchange Rate System
6. International Monetary System
7. The Global Capital Market
8. Project Presentation I
9. International Strategy – Entry Strategy and Strategic Alliance
10. International Strategy – Global Value Chain
11. Financial Management in International Business
12. Project Presentation II and Course Wrap-up

V. ADDITIONAL COURSE INFORMATION

Readings for each topic will be assigned in class or posted on Moodle.

Please check the Moodle Course page regularly for updates. Any changes in the course schedule due to unforeseen circumstance or important notices about the class contents, assignments or exam will be posted on Moodle.

Please note that the syllabus and schedule may be changed at the instructor's discretion.