

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2017/18**

Part I Course Overview

Course Title:	Global Advanced Management Workshop
Course Code:	FB6708
Course Duration:	5 days
Credit Units:	3
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

It is expected that insights into the operation of business in a global context is obtained through studying overseas in a leading institution associated with the University. Different contemporary topics will be chosen each year to keep students abreast of the latest development in knowledge and practices in the business environment. The course is delivered through a combination of seminars, discussions and company visits. Students will be exposed to business ideas, values and practices in a different business environment.

Students will have the opportunity to visit and interact with senior executives of a broad range of successful businesses, corporations, and organizations in a selected location outside Hong Kong. They will be exposed to different national environments, advantages/disadvantages and problems/opportunities associated with various forms of international operations, and management strategies of global organizations.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Define and solve strategic problems in a global context		✓	✓	
2.	Enhance organizational competitiveness		✓	✓	✓
3.	Identify business opportunities in a global environment		✓	✓	✓

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1.	Seminar: Business ideas, values and practices are explained through seminars and classroom discussions	✓	✓	✓	
2.	Reading and Mini-case: Students are required to pre-read materials provided before attending the classes. These readings allow students to think through concepts and their applications. Students are also required to do mini-cases to apply concepts and ideas to solve business problems.	✓	✓	✓	
3.	Company visits: Through visits to companies overseas, students are exposed to a wide spectrum of issues related to global business and management.	✓		✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment : 100%					
Pre-reading, In-class discussion and exercises on mini-cases	✓	✓	✓		Assessed on a Pass/Fail basis
Presentation	✓	✓	✓		
Examination: ____% (duration: _____, if applicable)					
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5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Pass	Fail
Pre-reading, In-class discussion and exercises on mini-cases	Ability to contribute in discussion and exercise in class	<ul style="list-style-type: none">• Listening attentively in all sessions• Actively participate in all discussion and exercises	<ul style="list-style-type: none">• Participate in few discussion and exercises or does not participate
Presentation	Ability to integrate communication in the presentation	<ul style="list-style-type: none">• Demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way.	<ul style="list-style-type: none">• None of the ideas are communicated accurately using one or more communication channels.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Global Business Opportunity, Business Innovation, Global Brand Management, Global Supply Chains, Pricing.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Nil
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Nil
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