

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2017/18**

Part I Course Overview

Course Title:	<u>Global Business Culture and Management</u>
Course Code:	<u>CB3602</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>B3</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>MKT3652 Chinese Business Culture and Management</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to provide students with fundamental knowledge of business culture and cross-cultural management. The emergence of heightened market competition, technology transformation and the fast economic growth in globalized business environment suggests an increasing relevance in understanding how business is conducted there. The course is designed to develop students' communication and problem-solving skills in the international business practices.

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.	Share the insights on the contemporary cultural nuances and subtleties firms need to keep in mind when doing global business. (DEC-related Attitude)	30%	✓		
2.	Identify the influences of business culture and practices in the globalized business environment. (DEC-related Ability)	30%		✓	
3.	Illuminate the normative cultural values of individual business people and use the theory of cultural and cross-cultural management to generate new understanding of international business practices. (DEC-related Accomplishments)	60%			✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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	4	
1.	The course will draw from cultural psychology and contemporary management theory. The intention is to illuminate these normative values underpinning practice by using a cross-cultural management and comparative technique that provides an external point of reference. Theories and concepts of traditional and contemporary business culture and their impact on the business management practices will be covered.	✓	✓			
2.	Students form into small groups, making case studies and presentations, group reports and participate in other group projects as provided by the teaching staff during classes.	✓				
3.	To stimulate students' interests in the learnt theories and concepts, teaching staff will provide relevant topics for class discussion, individual reports or verbal presentation.			✓		

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	4		
Continuous Assessment: 80%						
AT1: Performance in In-class Activities	✓	✓	✓		30%	
AT2: Group Project	✓	✓	✓		30%	
AT3: Individual Essays	✓	✓	✓		20%	
Examination: 20% (duration: 2 hours)						
					100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performance in In-class Activities	<ol style="list-style-type: none"> How active in class participation and class discussion Linkage of the knowledge learnt in class Real business example applications 	<ol style="list-style-type: none"> Enthusiastic and active participation into class and group discussions. Excellent presentation. Show excellent command of all aspects of the course, with the ability to describe the related topics. 	<ol style="list-style-type: none"> Active participation into class and group discussions. Good presentation. Show good command of all aspects of the course, with the ability to describe the related topics. 	<ol style="list-style-type: none"> Active Participation into class and group discussions. Fair presentation. Show fair command of all aspects of the course, with the ability to describe the related topics. 	<ol style="list-style-type: none"> Participation into class and group discussions. Provide a presentation under average. Show marginal command of all aspects of the course. 	<ol style="list-style-type: none"> Limited participation into class and group discussions. Cannot provide a presentation. Cannot show knowledge of all aspects of the course.
2. Group project	<ol style="list-style-type: none"> Performance in the team presentation Performance in the team written report Peer evaluation 	<ol style="list-style-type: none"> Superior grasp of subject matter with an extensive knowledge base. Scientifically synthesize and analyse; and able to do some original thinking. Show wonderful attitude of team work and cooperation. Enthusiastically contribute to team work proactively. 	<ol style="list-style-type: none"> Profound grasp of subject matter with an appropriate knowledge base. Scientifically synthesize and analyse. Show good attitude of team work and cooperation. Contribute to team work. 	<ol style="list-style-type: none"> Grasp subject matter with an appropriate knowledge base. Able to synthesize and analyse g. Demonstrate fair ability to raise question. Show fair attitude of team work and cooperation. 	<ol style="list-style-type: none"> Have a knowledge of subject matter. Able to synthesize. Demonstrate marginal ability to raise question. Show minimum attitude of team work and cooperation. 	<ol style="list-style-type: none"> Do not have a knowledge of subject matter. Cannot not able to synthesize. Demonstrate no ability to raise question. No team work and cooperation.

3. Individual Essays	Performance in the individual essays	<ol style="list-style-type: none"> 1. Superior grasp of subject matter. 2. Scientifically synthesize and analyse. 3. Frequently do some original thinking. 4. Show excellent command of all aspects of the course, with the ability to describe current the related matters. 	<ol style="list-style-type: none"> 1. Profound grasp of subject matter. 2. Scientifically synthesize and analyse. 3. Able to do some original thinking. 4. Show good command of all aspects of the course, with the ability to describe current the related matters. 	<ol style="list-style-type: none"> 1. Grasp subject matter. 2. Able to synthesize and analyse. 3. Do some original thinking from time to time. 4. Show fair command of all aspects of the course. 	<ol style="list-style-type: none"> 1. Have a knowledge of subject matter. 2. Able to synthesize. 3. Able to do some thinking. 4. Show command of some aspects of the course. 	<ol style="list-style-type: none"> 1. Doesn't have a knowledge of subject matter. 2. Cannot able to synthesize. 3. No thinking. 4. Failed to show command of some aspects of the course.
4. Written Examination	Performance in the written examination	<ol style="list-style-type: none"> 1. Superior grasp of subject matter. 2. A good capacity to synthesize and analyse. 3. Good literal presentation. 4. Show excellent command of all aspects of the course, with the ability to describe current the related matters. 	<ol style="list-style-type: none"> 1. Profound grasp of subject matter. 2. A good capacity to synthesize and analyse. 3. Fair literal presentation. 4. Show good command of all aspects of the course, with the ability to describe current the related matters. 	<ol style="list-style-type: none"> 1. Student who is profiting from the university experience. 2. Familiarity with subject matter. 3. Able to develop solutions to simple problems. 4. Show fair command of all aspects of the course. 	<ol style="list-style-type: none"> 1. Students can progress without repeating the course. 2. Understanding of subject matter. 3. Able to answer simple problems. 4. Show command of some aspects of the course. 	<ol style="list-style-type: none"> 1. Students just repeating the course. 2. No understanding of subject matter. 3. Not able to answer simple problems. 4. Failed show command of some aspects of the course.

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

1. Keyword Syllabus

Culture, Cultural Value Dimensions, Culture of a Society, Subculture, Norms, Kinship, Sex Inequity, Cross-cultural Communication, Negotiation, and Communicating and Negotiating Effectively in globalized business environment. Business Protocols, Tricks of the Global Business Trade and Global Teams.

2. Reading List

2.1 Compulsory Readings

1.	<u>Management across cultures : developing global competencies (Second Edition)</u> By Richard M. Steers, Luciara Nardon, Carlos Sánchez-Runde Cambridge : Cambridge University Press [2013] ISBN: 9781107645912 (City Library: HD62.4 .S74 2013)
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2.2 Additional Readings

1.	<u>Cultures and organizations: software of the mind</u> By Geert Hofstede and Gert Jan Hofstede New York : McGraw Hill Professional [2011]
2.	<u>Global negotiation : the new rules</u> By William Hernández Requejo and John L. Graham New York : Palgrave Macmillan [2008]
3.	<u>Management across cultures : challenges and strategies</u> By Richard M. Steers, Carlos Sanchez-Runde, Luciara Nardon Cambridge : Cambridge University Press [2010]