

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester B 2018/19**

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**Part I Course Overview**

**Course Title:** Global Perspectives on Contemporary Issues

**Course Code:** CB3601

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** B3

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

The aim of the course is to broaden students' perspective and strengthen students' business training by providing opportunities for them to reflect on a variety of international issues - economic, political, legal, technological and social. Students will be encouraged to analyse and discuss a range of real-world topics and concerns. This course also enables students to share their experience and the new knowledge with others in the global exploration project. At the end of the semester, students should be better informed about current global business issues as well as able to engage in meaningful debate about business ethics that touch their lives.

### 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 <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Demonstrate an attitude of being concerned of the global issues in various aspects and try to understand the context within which global business operate	20%	✓		
2.	Critically analyse various issues global citizens and businesses are facing, weigh the evidences and arrive at a judgement	30%		✓	✓
3.	Reflect on global issues and understand their own values, motivations and behavioural patterns	30%		✓	✓
4.	Work effectively and efficiently individually and in a team with people of different backgrounds, and communicate both orally and in written forms	20%		✓	
		100%			

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

<sup>#</sup> 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	
Lecture and Seminar	Several sessions of seminars will be provided to get the students familiar with the contemporary issues within global business operations	✓	✓			
Discussions and Exercises in the Global Exploration Project	During the global exploration project, students share their understanding of global business and analyse various issues global citizens and businesses are facing.	✓	✓	✓	✓	
Individual Journal	Students keep a personal journal of their experiences by working with the course leader and international scholars.		✓	✓	✓	
Teamwork and Supervisor's Coaching in the global exploration project	With the course leader's guidance, students will collect relevant information and literature to analyse issues they find in the global exploration project.				✓	
Group Presentation and Written Report of Project	Each group gives a presentation and a written report of their conclusions about global business issues during the global exploration project.		✓		✓	

#### 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: 100%						
Discussion and Exercises in the Global Exploration Project: During the global exploration project, students share their understanding of global business and analyse various issues global citizens and businesses are facing.	✓	✓	✓	✓	40%	
Individual Journal: Student keep a personal journal of their experiences. They will work with the course leader and international scholars. The journal will be submitted to the course lecturer for review.	✓		✓	✓	10%	
Group Project Presentation: Student will collect relevant information and literature from various sources and present their findings based on literature review and analysis during the global exploration project.		✓		✓	25%	
Group Project Report: A written report of the group project that integrate the analysis and application of contemporary global business concepts and strategies.		✓		✓	25%	
Examination: 0% (duration: , if applicable)						

\* The weightings should add up to 100%.

100%
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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	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Discussion and Exercises in the Global Exploration Project	1. answering in exercises  2. participation	1. Able to always present and communicate answers to class exercises excellently in oral and/or written format.  2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the discussion.	1. Able to frequently present and communicate answers to class exercises in oral and/or written format.  2. Proactively participate in class discussion by offering some innovative ideas and asking questions related to the discussion.	1. Occasionally present and communicate answers to class exercises in oral and/or written format.  2. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the discussion.	1. Occasionally present and communicate answers to class fairly in oral and/or written format.  2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the discussion.	1. Unable to present and communicate answers to class in oral and/or written format.  2. Rarely participate in class discussion, offering very limited ideas and never ask questions related to the discussion.
2. Individual Journal	1. Integrating concepts in analysis  2. Developing programs to tackle problems  3. Presenting arguments in report format	1. Show excellent command of all aspects by integrating global business concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.  2. Demonstrate excellent ability to apply the learnt concepts and develop outstanding programs to tackle current marketing and management	1. Show good command of all aspects by integrating global business concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation.  2. Demonstrate good ability to apply the learnt concepts and develop effective programs to tackle current marketing and management problems faced by global business.	1. Show acceptable command of most aspects by integrating global business concepts to analyze the consumers' behaviors, competitors, and business environments and fable to link them up with strategy formulation.  2. Demonstrate acceptable ability to apply the learnt concepts and develop fair programs to tackle current marketing and management problems faced by global business.  3. Present and organize	1. Show marginal command of a few aspects of global business concepts to analyze the consumers' behaviors, competitors, and business environments, and unable to link them up with strategy formulation.  2. Demonstrate marginal ability to apply the learnt concepts and develop marginally acceptable programs to tackle current marketing and management	1. Show unsatisfactory command of global business concepts to analyze the consumers' behaviors, competitors, and business environments, and unable to link them up with strategy formulation.  2. Cannot demonstrate an ability to apply the learnt concepts to develop programs to tackle current marketing and management problems faced by global business.

		problems faced by global business.  3. Present and organize arguments excellently in a report format.	3. Present and organize arguments in an organized report format.	arguments fairly in a report format.	problems faced by global business.  3. Present and organize arguments fairly in a report format.	3. Present and organize arguments unsatisfactorily in a report format.
3. Group Project Presentation	1. presentation skill  2. content of the presentation  3. answering questions	1. Present and communicate ideas effectively and excellently on an assigned topic in oral and electronic format.  2. Show excellent coverage of materials and contents and demonstrate excellent time management skills.  3. Provide quality answers to questions raised in the presentation Q & A session.	1. Present and communicate ideas effectively on an assigned topic in oral and electronic format.  2. Show good coverage of materials and contents and demonstrate good time management skills.  3. Provide good answers to questions raised during the presentation Q & A session.	1. Present and communicate ideas acceptably on an assigned topic in oral and electronic format (with some areas need improvement).  2. Fair coverage of materials and contents and acceptable time management skills.  3. Provide acceptable answers to questions raised during the presentation Q & A session.	1. Marginally present and communicate ideas on an assigned topic in oral and electronic format (with major areas need improvement).  2. Marginal coverage of materials and contents and poor time management skills.  3. Provide fair answers to questions raised during the presentation Q & A session.	1. Unable to present and communicate on the assigned topic.  2. Poor coverage of materials and contents.  3. Cannot answer most of the questions in Q & A session.
4. Group Project Report	1. integration of analysis and applications of concepts  2. Presentation of the report	1. Show excellent command of all aspects by integrating major concepts to analyze the global business environments deeply, and consolidate lots of insights and implications for strategy formulation.  2. Present and organize contents excellently in a business report format.	1. Show good command of all aspects by integrating major concepts to analyze the global business environments and suggest some implications for strategy formulation.  2. Present and organize contents in an organized business report format.	1. Show acceptable command of most aspects by integrating major concepts to analyze the global business environments and partially able to link them up with strategy formulation.  2. Present and organize contents fairly in a business report format.	1. Show marginal command of a few aspects of major concepts to analyze the global business environments but unable to link them up with strategy formulation.  2. Present and organize contents fairly in a business report format.	1. Show little command of a few aspects of major concepts to analyze the global business environments and unable to link them up with strategy formulation.  2. Present and organize contents poorly in a business report format.

### 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, globalization, multinationals, globalized, poverty, trade, sociology, anthropology, politics, technology, law, economics.

#### 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.	Global Business, by Mike W. Peng.
2.	The Economist – The World in 2017.
3.	Economist Pocket World in Figures 2016.

##### 2.2 Additional Readings

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

1.	Ferrante (2012) “Sociology: A Global Perspective” Cengage, 8 <sup>th</sup> ed.
2.	Batstone (2010) “Not for Sale: The return of the global slave trade – and how we can fight it” Harper Collins, Rev. Upd ed.
3.	Rivoli (2009) “The travels of a T-shirt in the global economy: an economist examines the markets, power and politics of the world trade” Wiley, 2 <sup>nd</sup> ed.
4.	Freeland (2012) “Plutocrats: The rise of the new global super-rich” Penguin.
5.	Banerjee & Duflo (2012) “Poor Economics: A Radical Rethinking of the way to fight global poverty” Public Affairs, Reprinted ed.
6.	Shelly (2010) “Human Trafficking: A Global Perspective” Cambridge University Press.