

CB3601: GLOBAL PERSPECTIVES ON CONTEMPORARY ISSUES

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Global Perspectives on Contemporary Issues

Subject Code

CB - College of Business (CB)

Course Number

3601

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
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	x		
2	Analyse various issues global citizens and businesses are facing, weigh the evidences and arrive at a judgement	30		x	x
3	Explain the global issues and explain the personal values, motivations and behavioural patterns	30		x	x
4	Work effectively and efficiently individually and in a team with people of different backgrounds, and communicate both orally and in written forms	20		x	

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture and Seminar	Students will engage in formal seminars to gain the knowledge of contemporary issues within global business operations	1, 2	

2	Discussions and Exercises in the Global Exploration Project	Students will share their understanding of global business and analyse various issues global citizens and businesses are facing in the global exploration project.	1, 2, 3, 4	
3	Individual Journal preparation	Students will discuss and prepare to write a personal journal of their experiences by working with the course leader and international scholars.	2, 3, 4	
4	Teamwork and Supervisor's Coaching in the global exploration project	Students will collect relevant information and literature to analyse issues they find in the global exploration project, with the course leader's guidance.	4	
5	Preparing the Group Presentation and report	Students will participate in groups to consolidate their learning as they produce presentations and reports and actively engage as audience members during peers' presentations to expand and deepen their knowledge.	2, 4	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Discussion and Exercises in the Global Exploration Project: Share the understanding of global business and analyse various issues global citizens and businesses are facing, during the global exploration project.	1, 2, 3, 4	40	
2 Individual Journal: Write a personal journal of experiences. Work with the course leader and international scholars. Submit the journal to the course lecturer for review.	1, 3, 4	10	

3	Group Project Presentation: Collect relevant information and literature from various sources and present the findings based on literature review and analysis during the global exploration project.	2, 4	25	
4	Group Project Report: Write a report on the group project that integrates the analysis and application of contemporary global business concepts and strategies.	2, 4	25	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Discussion and Exercises in the Global Exploration Project

Criterion

1. answering in exercises
2. participation

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

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.

Assessment Task

Individual Journal

Criterion

1. Integrating concepts in analysis
2. Developing programs to tackle problems
3. Presenting arguments in report format

Excellent (A+, A, A-)

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 problems faced by global business.
3. Present and organize arguments excellently in a report format.

Good (B+, B, B-)

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.
3. Present and organize arguments in an organized report format.

Fair (C+, C, C-)

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 arguments fairly in a report format.

Marginal (D)

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 problems faced by global business.
3. Present and organize arguments fairly in a report format.

Failure (F)

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.
 3. Present and organize arguments unsatisfactorily in a report format.
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Assessment Task

Group Project Presentation

Criterion

1. presentation skill
2. content of the presentation
3. answering questions

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

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.

Assessment Task

Group Project Report

Criterion

1. integration of analysis and applications of concepts
2. Presentation of the report

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

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**Keyword Syllabus**

Global business, globalization, multinationals, globalization, poverty, trade, sociology, anthropology, politics, technology, law, economics.

Reading List**Compulsory Readings**

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

Additional Readings

	Title
1	Ferrante (2012), "Sociology: A Global Perspective", Cengage, 8th 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, 2nd 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.