

**City University of Hong Kong  
Course Syllabus**

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

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**Part I Course Overview**

**Course Title:** Global Advanced Management Workshop

**Course Code:** FB6871

**Course Duration:** 5 Days

**Credit Units:** 3

**Level:** P6

**Proposed Area:**  
*(for GE courses only)*

Arts and Humanities  
 Study of Societies, Social and Business Organisations  
 Science and Technology

**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

*(A 150-word description about the course)*

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 <sup>#</sup>	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.	20%	✓	✓	✓
2.	Enhance organizational competitiveness.	40%	✓	✓	✓
3.	Identify business opportunities in a global environment.	40%	✓	✓	✓
		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	
Seminar	Business ideas, values and practices are explained through seminars and classroom discussions.	✓	✓	✓	
Readings	Students are required to pre-read materials provided before attending the classes. These readings allow students to think through concepts and their applications.	✓	✓	✓	
Mini-cases	Students are required to do mini-cases to apply concepts and ideas to solve business problems.	✓	✓	✓	
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: <u>100%</u>					
Discussion, Pre-readings, Participation. Mini-case discussion and presentation.	✓	✓	✓	100%	Assessed on a Pass/Fail basis
Examination: ____% (duration: _____, if applicable)					
				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	Pass	Fail
Discussion, Pre-readings, Participation. Mini-case discussion and presentation.		Showed up for meetings punctually, even ahead of time.  Demonstrates a good understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities.	No show or very late; feeble or no excuse offered.  Unable to show an appropriate level of understanding and sensitivity of how to effectively leverage global/cultural considerations for business opportunities.

**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.)*

To keep students abreast of the latest development in knowledge and practices of the global business environment.

**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.)*

**2.2 Additional Readings**

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