



THE CHINESE UNIVERSITY OF HONG KONG
INTERNATIONAL SUMMER SCHOOL (JULY SESSION)
27 JUNE – 30 JULY 2018

Preliminary
January 2018

Course	IBBA4010 Issues in Asian Business
Class Time	Course Briefing – 14 June 2018 (10:30 – 13:15) Pre-trip Presentation – 15 June 2018 (09:30 – 12:15) Company Visit (Hong Kong) – 15 June 2018 (afternoon) Study tour to Singapore & Bangkok – 16 June to 24 June 2018 Classes after study tour – 28 June, 11 & 12 July 2018 (14:30 – 17:15)
Class Location	TBC
Teacher	Dr. John LAI Senior Lecturer of Department of Management Co-Director, Master in Management The Chinese University of Hong Kong
Email	TBC
Teaching Assistant	TBC

COURSE DESCRIPTION

This course provides an opportunity for students to integrate knowledge acquired from their business studies in generating a project/research study on the business issues in Asia with the guidance of a teacher.

COURSE OBJECTIVE(S)

This course provides an opportunity for students to integrate knowledge acquired from their business studies with real business issues in Asia by visiting corporations and attending seminars in Singapore and Thailand. Upon completion of this course, students are expected to have:

- the ability to propose strategies in a global environment
- a specific knowledge in one or more functional area of business management
- effective business communication and presentation skills

REQUIRED TEXTBOOK

N/A

READING(S)/REFERENCE(S)

- Dekrey, S. J., and Messick, D. M. Eds. (2007). *Leadership Experiences in Asia: Insight and Inspiration from 20 Innovators*. John Wiley & Sons (Asia) Pte. Ltd.
- Hasegawa, H., and Noronha, C. (2014). *Asian Business And Management: Theory, Practice, and Perspective*. Basingstoke: Palgrave Macmillan.
- Roach, S.S. (2009). *The Next Asia: Opportunities and Challenges for a New Globalization*. Wiley, Hoboken, New Jersey.

GRADING WEIGHTS

1. Individual Performance (20%)
 - Punctuality (10%)
 - Participation (10%)
2. Individual Report (50%)
3. Group Presentation (30%)

ASSIGNMENT SUBMISSION & FEEDBACK

Individual Performance

Punctuality is crucial. If one person is late, the whole group will be late, and our host will waste time waiting for us. Your participation will also make the visits more meaningful. When you ask questions and participate in discussions, we will all benefit from it. Any nonattendance to firm will be discounted at 5 marks per firm and lateness will be discounted at 2 marks on time we gather.

Individual Report

The objective of the individual report is to provide an opportunity for students to provide evidence of your learning through developing a reflective collection of firms visited. The report is expected to contain all your thoughts related to the corporate visits. It should not be mere descriptions of the content of the visits but of strategic implication such as the functional areas in which the firms can enhance or improve on their operations, developing innovative capabilities, and strategies for success in a global environment. The report should not be more than 30 pages long (Font 11, Calibri, and 1.5 spacing).

You will consolidate your thoughts about each and every firm you have visited. You should take notes during each presentation and organize your thoughts to write the report later. **You will need to cite any references that you have incorporated in the report.**

The individual report should be submitted on or before 30 July 2018, Friday (12:00 noon Hong Kong date and time) in a word document to TA by e-mail (e-mail address will be advised later). Late reports will be discounted at a rate of 5 marks per day.

Group Project

This project requires groups which represents top management of the dedicated firm to look into further expansion regionally or in Asia. Each group is required to present not more than 20 minutes with 5 minutes of Q&A. Groups shall prepare a hard copy of PPT slides to the instructor at the beginning of the class. Submission of written report is not required.

CLASS SCHEDULE

<u>Date</u>	<u>Time</u>	<u>Programme</u>
Wed, Jun 13		Check in student hostel
Thu, Jun 14	10:30 – 13:15	Course briefing session
Fri, Jun 15	09:30 – 12:15	Pre-trip presentation
	Afternoon, exact time TBC	Hong Kong company visit
Sat, Jun 16 to Sun, Jun 24		Study trip to Singapore and Bangkok
Thu, Jun 28	14:30 – 17:15	Wrap up class
Wed, Jul 11	14:30 – 17:15	Group Presentation I
Thu, Jul 12	14:30 – 17:15	Group Presentation II
Mon, Jul 30	12:00 noon	Individual paper due

ACADEMIC POLICIES

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures.

- In the case of group projects, all students of the same group should be asked to sign the declaration, each of whom is responsible and liable to disciplinary actions should there be any plagiarized contents in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the plagiarized contents.
- For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. A user manual of VeriGuide can be found at: https://academic.veriguide.org/academic/documents/VeriGuide_Academic_Student_User_Manual_CUHK.pdf

Assignments without the properly signed declaration will not be graded by teachers.

Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.