

Subject Code	MM5383
Subject Title	International Business Policy
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<p>The purpose of this course is to provide students with an overview of the global political and economic environment within which business management and leadership take place. The course will help develop participants' abilities to appreciate, and analyse the impact of changing political and economic orders on international business management and leadership. Taking a systemic approach, the course focuses on the global and local contexts of international business. The systems approach to political and economic environment will first be examined. This will be followed by a close look at the changing political and economic environment of Hong Kong and China.</p> <p>This subject contributes to achieving the MSc IML Programme Outcome 1 (Demonstrate Ethical Global Citizenship - Exhibit a global outlook that allows them to think, communicate, and act ethically and responsibly in a diverse environment.).</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> get an in-depth understanding of the global political and economic environment of international business; appreciate the nature and theoretical significance of political and policy forces in shaping international business management; acquire problem solving skills based on current theories in a case study approach; develop the ability to think analytically, critically and independently in managing political and economic forces which affect international business management in a systematic, effective, and creative manner; analyse the public policy issues faced by international business.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> A systemic approach to international business and public policy International political economy: concepts and theories Trade and development International organizations and the global market Multinational companies and the global market International business and trade policy International business and labour policy International business and environmental policy International business and competition policy International business and innovation policy Hong Kong and the global market Mainland China and the global market Globalization: processes, consequences, and controversies

Teaching/Learning Methodology	On the basis of the theoretical knowledge of international political economy and public policy, students are required to present their views on the management of the changing political and economic environment faced by international business in different countries. Current public policy issues will be used extensively in order to cultivate students' management awareness in respect to the changing global environment of international business. Textbooks, journals papers, and supplementary reading materials will give students the opportunities to develop their own analytical ability and hence a proficient application of theories to appreciate the manner that the global political and economic environment will affect business management.
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Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	Continuous Assessment*	50%					
	1. Group case study outline	5%	✓	✓	✓	✓	✓
	2. Group case study presentation	15%	✓	✓	✓	✓	✓
	3. Class participation and attendance	10%		✓		✓	
	4. Individual assignment	20%		✓	✓	✓	✓
	Examination	50%		✓	✓	✓	✓
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> 1. Classroom performance including class attendance and participation in discussions and random quizzes, would be able to assess students' understanding of the course's content. 2. Group presentation enables the students to work as a team to do a more in-depth study of a selected topic on international business and public policy to assess their knowledge as well as their research, presentation and writing skills. 3. The short essay in the form of case analysis will be used to assess individual students' critical thinking, analytical ability and writing skills. 							

	<p>4. The 3-hour examination is a good tool to test students' capability to formulate coherent and insightful answers to some questions in those topics they are well prepared.</p> <p>Feedback in written form will be given to students after presentations and all students are invited to join the discussion.</p>	
<p>Student Study Effort Expected</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lectures 	<p>39 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Preparation for lectures 	<p>39 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Preparation for assignment/group project and presentation/examination 	<p>39 Hrs.</p>
	<p>Total student study effort</p>	<p>117 Hrs.</p>
<p>Reading List and References</p>	<p>Textbooks:</p> <p>Oatley, Thomas (2022), <i>International Political Economy</i> (7th Edition), Routledge.</p> <p>Tse, Edward. <i>China's disruptors: How Alibaba, Xiaomi, Tencent, and other companies are changing the rules of business</i>. Penguin, 2015.</p> <p>Journal Articles:</p> <p>Chen, Edward K. Y., and Ping Lin, 2002, <i>Competition Policy under Laissez-Faireism: Market Power and its Treatment in Hong Kong</i>, <i>Review of Industrial Organization</i>, 21: 145–166.</p> <p>Klein, Peter G, Joseph T Mahoney, Anita M McGahan, Christos N Pitelis, 2010, <i>Toward a theory of public entrepreneurship</i>, <i>European Management Review</i>, 7, 1–15.</p> <p>Lai, Karen, 2012, <i>Differentiated Markets: Shanghai, Beijing and Hong Kong in China's Financial Centre Network</i>, <i>Urban Studies</i>, Vol. 49, 1275-1296.</p> <p>Lam, N.M.K., 2000, <i>Government Intervention in the Economy: A Comparative Analysis of Hong Kong and Singapore</i>, <i>Public Administration and Development</i>, Vol. 20, No. 5, pp. 397-421.</p> <p>Leigh, A., 2007, <i>Does Raising the Minimum Wage Help the Poor?</i>, <i>The Economic Record</i>, 83 (263), pp.432-445.</p> <p>Martin, S., and J. Scott, 2000, <i>The Nature of Innovation Market Failure and the Design of Public Support for Private Innovation</i>, <i>Research Policy</i>, 29: 437–448.</p> <p>Olson, Mancur Jr., 1996, <i>Distinguished Lecture on Economics in Government: Big Bills Left on the Sidewalk: Why Some Nations are Rich, and Others Poor</i>, <i>The Journal of Economic Perspectives</i>, Vol. 10, No. 2, pp. 3-24.</p> <p>Saget, C., 2008, <i>Fixing Minimum Wage Levels in Developing Countries: Common Failures and Remedies</i>, <i>International Labour Review</i>, 147 (1), 25-42.</p> <p>Sharif, Naubahar, 2006, <i>An examination of recent developments in Hong Kong's innovation system: 1990 to the present</i>, <i>Science and Public Policy</i>, 33 (7): 505-518.</p> <p>Simon, Rita J., and James P. Lynch, 1999, <i>A Comparative Assessment of Public Opinion toward Immigrants and Immigration Policies</i>, <i>International Migration Review</i>, 33(2): 455-467.</p>	

	<p>Saxenian, Anna Lee, 2002, Silicon Valley's New Immigrant High-Growth Entrepreneurs, <i>Economic Development Quarterly</i>, 16 (1), 20-31.</p> <p>General References:</p> <ul style="list-style-type: none">▪ Wall Street Journal (Daily newspaper).▪ The Economist (Weekly magazine).▪ The Financial Times (Daily newspaper).
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January 2025