



## CALL FOR PAPERS

Journal of Teaching in International Business

Special Issue on:

*Teaching International Business in Greater China*

Submission Deadline: September 1st, 2010

Owing to the rapid economic development in the Greater China Region, including Mainland China, Hong Kong, Taiwan and Macau, the demand for business education has been growing tremendously. It is crucial for the higher education sector to provide quality business programs to meet the demand for knowledge and know-how that facilitate international business (IB) transactions. A large number of tertiary institutions in Western countries have been conducting various business programs in the Greater China Region for a number of years. Educational partnerships among universities from the West and the East are commonly found in the region. Moreover, many business schools in the East are now working hard to get the AACSB accreditation and follow the outcome-based approach in teaching and learning so as to ensure their programs' quality and enhancement of institutional reputation.

However, are there any discrepancies in the usage of the western-based Harvard Business School case studies in the East? Is it true that outcome-based education is the best for the business students in the Greater China Region? Furthermore, are there any drawbacks in the internationalization of business education? What are the limitations of web-based education? This special issue aims to address the contemporary issues in teaching IB within the Greater China Region. It will focus on pedagogical issues that can provide better teaching. The issues may include learning approaches, methods, techniques, curriculum development, online education, internationalization, and accreditation of business programs. Topics that may provide an appropriate focus include (but are not necessarily limited to):

- ♦ Innovations in education and teaching IB
- ♦ Attributes of effective IB teachers
- ♦ Preferences of student learning in IB

- ♦ Learning outcomes and assessment in IB courses
- ♦ Online education for IB programs
- ♦ Pedagogical issues and e-learning in IB education
- ♦ Educational alliances and internationalization of curriculum
- ♦ Teaching and learning in internationalized IB program
- ♦ Impact of international exchange programs
- ♦ Implementation of business ethics and/or service-learning in the study of IB
- ♦ Problems in teaching IB in the Greater China Region
- ♦ Challenges and opportunities of business education in Greater China

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