LINGNAN UNIVERSITY
DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
BUS2108 - Global Business Environment

Section 4 – Every Wednesday at 1:00 p.m. in Room LBY G06

General Course Outline for 2026-27 Semester 1

Brief Course Description

This course helps students to develop a broader understanding of the business world around them and of the importance of international business to their future business careers in Hong Kong or elsewhere. There are five major component parts in this course.

- **Part one** defines globalization, describes its drivers, and debates its merits and drawbacks.
- **Part two** focuses on national differences in political economy, culture and ethics and the implications of these differences for ethical decision making.
- **Part three** presents a thorough review of international trade theories and describes the trade and investment environment in which international business occurs.
- **Part four** introduces the background to foreign exchange and describes the global monetary systems in which international business transactions are conducted.
- **Part five** explains the major choices that forms face as they make the decision to enter international markets including which markets to enter and how, when and on what scale such markets such be entered.

Learning Outcomes

This course aims to provide students with a global perspective at this early stage of their degree studies. It also encourages students to recognize the increasing integration of the world economy and to realize that any business, multinational or local, needs to have an understanding of the global business environment.

On completion of this course, students will be able to:

1. understand the impact of globalization on key issues including job security, income levels, labor policies, economic growth, the environment, and national sovereignty.
2. appreciate the differences in countries and cultures that enable them to assess country attractiveness, consider negative impact of corruption, address intellectual property right issues, and face ethical dilemmas.
3. apply the theories and practices of trade and foreign direct investment, and understand how governments influence these activities.
4. Appreciate the different theories explaining how currency exchange rates are determined, the differences between a fixed and a floating exchange rate system, and their relative merits.
5. Formulate an international market entry strategy, focusing on which markets to enter and how these markets should be entered.

An associated objective of this course will be to ease and allow for the introduction of international dimensions to all other courses as per the long-term policy of the degree program. As students will have a basic grounding in international business, other instructors should find it somewhat easier to introduce international topics and cases in their own courses.

Further, from an integrative perspective, this course addresses the competitive challenges of doing business in different geographic environments. It ties in with the other international business modules focusing on firm-level strategies and structures of International Business Management, International Marketing Management, Doing Business in Emerging Markets and the Minor Program in Global Business.

Measurement of Learning Outcomes

1. Academic controversies and debates require teams to address pros and cons of globalization issues like job security, economic prosperity, environmental safety, and national sovereignty.

2. Problem-based case discussions require students to apply conceptual knowledge in assessing country attractiveness, and develop an understanding of related benefits, costs and risks of operating in different countries.

3. In-class exercises and research tasks require students to address particular aspects of international business such as international trade theory, country attractiveness, ethical issues in international business, trade policies, FDI regulations, currency risks, and market entry modes.

4. Team projects require each student group to face with a choice of two country environments whereby students search updated information to back up their analyses and support their judgments over country-specific advantages.

5. Team presentations require each student group to present findings orally as well as answer questions from the audience. The team project and presentation are assessed for logicality, argument and feasibility of recommendations.

6. Final assessment requires students to apply past learning in addressing examination questions under the global business environment perspective.

Teaching Method/Class Activities

The basic method of instruction will be through lectures coupled with assignments, cases and projects. Students will be required to apply concepts to analyze current business issues, and significant use will be made of cases of multinational businesses operating in Asia and of Hong Kong firms operating in the international environment.

Required Text

Charles Hill, *Global Business Today (Evergreen release)* McGraw Hill (2024 Evergreen release)

The e-book should be available to you through the library resources on the top right hand corner of the Moodle page for the course or at the library link provided below in the 'library guide' section.

Additional Materials on Moodle

All materials that are required for this course are available on the University's Learning Management System (Moodle). Materials provided include copies of the course outlines, powerpoint slides for each week (you will need to print out your own copies of these slides each week) and a number of additional articles and readings associated with each week's classes. You will also be able to find examples of previous mid-term tests, final exams and individual essay questions on Moodle. A lot of effort has gone into preparing these materials for you, so please make use of the system. Should the Lecturer need to contact you urgently regarding any matter of the course, an announcement will be made to you via Moodle.

Library Guide

The library has prepared a very useful list of readings and websites which aim to support both the course as a whole and the group project in particular. The website below contains the link to all library resources available for this course, including the course textbook and links to further information on the global business environment and sources for gathering information for the group project. YOU NEED TO MAKE USE OF THESE INDEXES FOR YOUR GROUP REPORT. Please watch the video of how to use the various indexes and make use of the other services which the library provides to assist you with your learning.

BUS2108 Global Business Environment

Use of International News and Business Magazines/ Newspapers / Websites

The Economist
Fortune
Forbes International
Caixin Global
Time
Newsweek
South China Morning Post
Wall Street Journal
New York Times
Financial Times

Assessment Guidelines

Continuous Assessment as follows:		**60%**
10%	Attendance and Participation	
10%	Individual In-class Assessment	
15%	Mid-term Test	
25%	Group Project and Presentation	
Final Assessment		**40%**
Total		**100%**

Class Attendance and Participation (10%)

Students are actively encouraged to ask questions in class. Students who display an interest in the subject score higher in participation. Taking an active part in group discussions or clear leadership in group projects/presentations also adds to participation marks. Students lose participation marks for low attendance, continuing lateness, disturbing behaviour etc. However, high attendance does not mean a high participation mark.

At the end of the course students will also complete a comprehensive peer review of their groupmates in the group project activity, assessing their performance and contribution. The results of this review will also play a part in determining the participation component of assessment.

Mid-term Test (15%)

The mid-term test will cover chapters 1 - 6 from the textbook. The test will consist of 45 multiple choice questions and will be closed book format, with students required to take the test in person at a central location: MBG22. The test will take place from 8:00 p.m. to 9:00 p.m. (yes, at night!) on Thursday 22 October 2026.

Individual In-class Assessment (10%)

The in-class assessment is related to the larger group project completed in this course and requires students to develop a listing, ranking and explanation of criteria for use within the Weighted Country Attractiveness Matrix (WCAM) to be used in the group project activity.

Students will firstly be introduced to the mechanics of a WCAM and how they are compiled in a general sense. Then, making use of a ‘pro forma’ template that will be provided to each student they will be asked to identify which criteria should be included in a WCAM for a firm producing the product category assigned to their group. In addition to the criteria, students will give an indication of the ranking and weighting they would assign to each criterion and a brief explanation of why they consider each criterion to be important.

Students will be given 45 minutes to complete the exercise in class and they will hand their templates in at the end of class. Please note that in the following class students will share their templates with group mates and the group will jointly discuss the WCAM the group will use for their project.

The in-class assessment takes place in the third class meeting of the course on Wednesday 16th September

Group Project and Presentation (25%)
Your Group Assignment is practical in nature and requires you to apply many of the concepts from the course to a 'real-life' business situation. In general, all students in a group will receive the same mark, however if there is evidence that any group member failed to contribute or contributed minimally to the group effort, their mark may be reduced or they may not receive a grade for the project.

Presentations will take place in class on Wednesday November 18th. A copy of the PowerPoint presentation you will use in class must be uploaded to the Turnitin system before 11:00am, morning, on the date of presentation. This submission will be the final version that you will use in class. Written reports must be submitted via Turnitin before 5:00 p.m. on Sunday November 22nd.

You will be marked on the following:

Presentation
A group needs to make a professional **<u>20-minute presentation</u>** outlining its analysis and providing the reasons for its choice.

Report
A group should present a written report of its analysis. Reports should be **<u>about 4,000 words</u>** in length although its format varies with use of tables, charts etc. A soft copy of the group report needs to be submitted via turnitin.

Your team is working as management consultants for a Hong Kong manufacturing company. The organization sells 40% of its products in Asia, 30% in North America and 30% in Europe. At present the firm has one manufacturing facility in Hong Kong but is looking to build a larger more modern plant in another country, you expect to employ about 1,500 workers there. The firm has already done some preliminary work and has come down to a choice between two countries in which to site this new facility. You are required to advise the firm on which of these countries may be the most appropriate manufacturing location for the firm. <u>Goods produced in the new facility will be exported worldwide and are not intended for the 'local' market.</u>

In order to advise the firm, you will need to consider the business environments in each of the countries that have been suggested. In particular you will need to consider:

X Wage levels and other relevant economic background of each country

X Tax rates and investment incentives offered in each country.

X Availability of labour with the necessary skills in each country.

X Natural factor conditions in each country, infra-structure development and availability of relevant supporting industries.

X Legal environment in each of the countries regarding labour laws, environment laws etc.

X Membership of Regional Trade Agreements of each country and other trade-related considerations

X Cultural considerations and ability of Hong Kong management team to work with local employees

X Political risk considerations in each country.

X Any other factors you consider relevant.

At the end of your analysis you **must** make a choice of which country the firm should locate in and provide a summary of the main reasons for your choice.

(Please note the comments above in the 'library guide' section of this outine regarding the use of available online indexes which will provide comparable, reliable measures of most of the above. Additionally, investment promotion bodies of many countries will be able to help provide you with country-specific information, check the Internet to find links to these bodies. You may also wish to contact the commercial arms of local Consulates to speak with a Commercial Officer involved in Investment Promotion activities).

Final Assessment (40%)

The final assessment will cover everything that has been included in the course. It is normally in essay format, requiring students to answer questions from a variety of issues related to the course.

Course Policy on Attendance

Attendance will be taken at the start of each class. It is expected that students will punctually attend all classes in person. While there may always be a special situation that requires you to miss a class, or be late once or twice, persistent lateness or absences will be reflected in your participation grade at the end of the course. Absences due to medical or other legitimate reasons and accompanied by supporting documentation (doctor's note etc.) will be excused and will not be included in the calculation of attendance percentage. If you arrive late to a class and miss the attendance call, make sure to inform your teacher at the end of the class of your presence so you can be marked as a late attendee rather than absent.

Important Notes:

(1) Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.

(2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.

(3) Students are required to submit written assignment(s) using Turnitin.

(4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on https://pla.ln.edu.hk/.

(5) Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices

BUS 2108 Course Outline Semester 1 2026/27 – SECTION 4 (Wednesday)

Date	Learning Activities		Ch
2/9	Course Introduction	The Meaning of Globalization	1
9/9	National Differences in Economic Development	Group formation The Globalization Debate Group Project Introduction Group country and industry selection	2
16/9	National Differences in Political, Economic and Legal Systems and	In-class individual Assessment Using a weighted country attractiveness matrix and in-class assessment exercise	3
23/9	Differences in Culture	Differences in Culture Group Exercise	4
30/9	Ethics, Corporate Social Responsibility and Sustainability	ICAC visit Avoiding corruption in HK and overseas	5
7/10	International Trade Theory	New Trade Theory	6
14/10	Government Policy and International Trade	Trade wars and the impact on international businesses	7
22/10	NO CLASS ON 21/10 MID-TERM TEST October 22nd – 8:00 p.m. -9:00 p.m. (night), at MBG22 - Chapters 1- 6		
28/10	Foreign Investment	Investment Proposals: Discussion	8
4/11	Regional Economic Integration	PROJECT PREPARATION: How to search for information on the global business environment	9
11/11	The Foreign Exchange Market	Foreign Exchange Exercises	10
18/11	GROUP PRESENTATIONS		
22/11	Submit Group Written Reports – Sunday 22 November by 5:00 p.m.		
25/11	Entering developed and emerging markets	End of Course Review and Assessment Preparation Return of all in-class assessments Classes Finished	13

'Chapters' refers to 'Charles Hill – Global Business Today (Evergreen Release 2024)