



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

BUSI1805 – International Field Trip

Information on Instructor:

Position	Name	Email	Phone	Office
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Course Description and Objectives:

BUSI1805 International Field Trip is a required course for the BBA(IBGM) students aimed at providing students with opportunity to gain international exposure and acquire the first-hand knowledge of international business and global management. Students will study and explore a country/countries with emerging international business opportunities in this course. Cultural activities and firm visits will be arranged during the course period to engage students and raise awareness about cultural diversity and to enhance an understanding of how culture impacts business practices in a particular country/countries. Students will write reflections regarding their new cultural experiences and about what they have learned. Based on the research theme of the year, students will work in a group to conduct research analyses through literature review, firm visits, and interviews to explore global topics related to the selected country/countries and will present their findings/recommendations on the issues related to international business and global management.

Course Objectives:

1. Provide students an opportunity to gain various cultural exposure and explore global topics related to the selected country/countries
2. Raise students' awareness regarding cultural diversity and enhance their understanding about how culture impacts business practices
3. Acquire knowledge about the international business environment and global management issues

Course Learning Outcomes (CLOs):

By the end of the course, students will:

- CLO1.* Acquire knowledge of international business and global management
 - CLO2.* Develop cultural sensitivity and enhance awareness of how culture impacts business practices
 - CLO3.* Conduct international business research and analysis through desk research, firm visits, and interviews
 - CLO4.* Apply learned knowledge to identify opportunities and challenges and make recommendations
 - CLO5.* Develop skills in report writing and presentation
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Alignment of Program and Course Outcomes:

Program Learning Outcomes	Course Learning Outcomes
1. Acquisition and internalization of knowledge of international business and global management	CLO1, CLO2, CLO3
2. Application and integration of learned knowledge	CLO2, CLO3, CLO4
3. Inculcating professionalism	CLO1, CLO4
4. Developing global outlook	CLO2
5. Mastering communication skills	CLO4, CLO5
6. Cultivating leadership	CLO4

Teaching and Learning Activities:

Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of Study)
<i>Pre-Trip:</i> 1. Class activities and group culture analysis presentations 2. Student study effort in preparation for class activities and group culture analysis report & presentations	30	21.4%
<i>During the Field Trip:</i> 1. Firm visits and cultural activities 2. Student study effort in preparation for firm visits, cultural activities, and field trip journal	80	57.2%
<i>Post-Trip:</i> 1. Class activities and group company analysis presentations 2. Student study effort in preparation for group company analysis report & presentations.	30	21.4%
Total	140	100%

Assessment:

1. Individual Attendance and Participation	10%
2. Field Trip Journal	30%
3. Group Culture & Company Analysis Report	30%
4. Group Presentation	30%
Total	<u>100%</u>

Peer Evaluation for Group Work

In normal cases, each individual group member receives the same total score for the group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts and contribution to the group work. At the end of the semester, students will be given an opportunity to submit peer-evaluation forms.

All written work for the class should follow these guidelines: Times New Roman, 12 pt font, double-spaced, 1" margins all around, except where otherwise noted.

Standards for Assessment:

1. Individual Attendance and Participation (10%)

Attendance will be taken for the lectures and presentations. Discussion and sharing in class will also be considered in assigning points for attendance and individual participation.

CLO	CLO 1, CLO 4
A+, A, A-	Extremely well prepared for class discussion, active in sharing views, and attend at least 90% of classes
B+, B, B-	Partially prepared for class discussion, quite active in sharing views, and attend at least 80% of classes
C+, C, C-	Not well prepared for class discussion, only occasionally sharing views, and attend at least 70% of classes
D+, D	Not well prepared for class discussion, no sharing of views, and attend at least 60% of classes
F	Never prepared for class discussion, no sharing of views, and attend less than 50% of classes

2. Field Trip Journal (30%)

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	<ol style="list-style-type: none">1. All or almost all of the observations and learning described are important and relevant to the required journal focus and with deep and critical thinking of the acquired knowledge.2. Clear, fluent, well-organized with coherence and smooth progression of ideas, appropriate length
B+, B, B-	<ol style="list-style-type: none">1. Most of the observations and learnings described are important and relevant to the required journal focus and with some degree of deep thinking of the acquired knowledge.2. Generally clear, organized with coherence, appropriate length.
C+, C, C-	<ol style="list-style-type: none">1. Some of the observations and learnings described are important and relevant to the required journal focus but lack of deep thinking of the acquired knowledge.2. Moderately clear, show some effort in making the writing organized, with some coherence and progression of ideas, appropriate length, some noticeable writing errors.
D+, D	<ol style="list-style-type: none">1. Very few of the observations and learnings described are important and relevant to the required journal focus and lack of deep thinking of the acquired knowledge.2. Show little effort in making the writing clear and organized, inappropriate length, many noticeable writing errors.
F	<ol style="list-style-type: none">1. None of the observations and learnings described are important and relevant to the required journal focus and lack of deep thinking of the acquired knowledge.2. Unclear, serious problems in organization and coherence, inappropriate length and tone, and writing errors so serious that meaning is obscured.

3. Group Culture & Company Analysis Report (30%)

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	<ol style="list-style-type: none">1. All or almost all critical issues of the current situation of the company/culture/country are clearly and accurately identified.2. The analysis is insightful, critical, thorough, systematic, and consistent with sufficient supports of relevant and helpful fact/data nicely integrated to the analysis.3. The overall analysis demonstrates a profound understanding of the current situation of the company/culture/country.

B+, B, B-	<ol style="list-style-type: none"> 1. Most critical issues of the current situation of the company/culture/country are identified. 2. The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data. 3. The overall analysis demonstrates a good understanding of the current situation of the company/culture/country.
C+, C, C-	<ol style="list-style-type: none"> 1. Some critical issues of the current situation of the company/culture/country are identified. 2. The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis. 3. The overall analysis demonstrates a moderate understanding of the current situation of the company/culture/country.
D+, D	<ol style="list-style-type: none"> 1. Few critical issues of the current situation of the company/culture/country are identified. 2. The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts. 3. The overall analysis demonstrates a limited understanding of the current situation of the company/culture/country.
F	<ol style="list-style-type: none"> 1. All or almost all issues of the current situation of the company/culture/country identified are uncritical and irrelevant. 2. The analysis is missing or descriptive with no or little support of relevant data/facts. 3. The overall analysis does not demonstrate an understanding of the current situation of the company/culture/country.

4. Presentation (30%)

Students are divided into groups and are required to conduct a group presentation. Each group prepares and delivers a 20-minute presentation including a Q&A session. The group presentation will be evaluated based on five criteria (i.e., presentation style, content coverage, articulation on critical issues, use of concepts discussed in class, quality of interaction). In determining the grade, input from audience evaluations and their questions will be considered.

CLO	CLO 1, CLO 2, CLO 4
A+, A, A-	Professional presentation style, comprehensive content coverage, well-articulated on critical issues, effective use of management concepts, and quality interaction with audience.
B+, B, B-	Decent presentation style, appropriate content coverage, clear discussion of critical issues, moderately effective use of management concepts, and acceptable interaction with audience.
C+, C, C-	Mediocre presentation style, limited content coverage, marginally acceptable discussion of critical issues, infrequent use of management concepts, and limited interaction with audience.
D+, D	Weak presentation style, key content omitted, unclear focus on critical issues, very limited use of management concepts, and poor interaction with audience.
F	Unacceptable presentation style, questionable content coverage, omitting critical issues, zero use of management concepts, and no interaction with audience.

Academic Conduct:

The University Regulations on academic dishonesty will be strictly enforced. Academic dishonesty includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.

Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).