

<b>Subject Code</b>	AF5618
<b>Subject Title</b>	Global Economic Environment for Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	One Semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Role and Purpose</b>	This subject contributes to the achievement of the learning outcomes by enabling students to understand how firms operate in a global economic environment (MScBM Outcome 5/MBA Outcome 4) by <u>applying concepts (MScBM Outcome 1/MBA Outcome 1a)</u> from Economics.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a) conduct basic economic analysis of the global economy.</li> <li>b) understand the driving forces of globalization.</li> <li>c) evaluate the effects of cultural differences on international business.</li> <li>d) analyze the current trends of trade and investment in the global economy.</li> <li>e) assess the strategies and behaviors of multinational companies.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<u>Basic economic tools for global business</u> Demand and supply analysis; market structures, measures of global economic activities. <u>Globalization and country differences</u> Drivers of globalization; Firms' response to globalization; Differences in economic, political, legal systems, and cultures across countries; Economic development. <u>Cross-Border Trade and Investments</u> International trade and comparative advantages; Balance of Payment and exchange rate; Trade policy; Foreign direct investment. <u>Global Monetary System and Economic Integration</u> Central banks; Fiscal and monetary policies in a global setting; International financial system; Regional economic integration; Financial crises
<b>Teaching/Learning Methodology</b>	This subject will be taught in both lecture and seminar formats. Lectures will focus on analysis of globalization and related issues using basic economic tools while seminars are designed to provide the environment for discussions and critical analysis of the subject materials.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	a	b	c	d	e
	1. Assignment	15	√			√	√
	2. Presentation*	15	√	√	√	√	√
	3. Mid-term quiz	15	√			√	
	4. Exam	50	√	√	√	√	√
	5. Participation	5					
	Total	100 %					
	<p>* different presentations may address different outcomes</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the programme intended learning outcomes:</b>  <i>Application of concepts (MScBM Outcome 1/MBA Outcome 1a) can be assessed by Exam.</i>  <i>Global outlook (MScBM Outcome 5/MBA Outcome 4) can be assessed by assessment Assignment &amp; Presentation.</i></p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the subject intended learning outcomes:</b>  <i>Assessment methods 1 to 4 are designed to ensure that students can achieve the intended learning outcomes in a steady process.</i></p> <p><b>Note: To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components. In addition, the specific requirements on individual assessment components discussed above could be adjusted based on the pedagogical needs of subject lecturers.</b></p>						
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lecture and in-class work		39 Hrs.				
	Other student study effort:						
	▪ Self-study		78 Hrs.				
	Total student study effort		117 Hrs.				
<b>Reading List and References</b>	<p>Robert H. Frank, Ben S. Bernanke, Kate Antonovics, and Ori Heffetz, <i>Principles of Economics</i>, latest version.</p> <p>John J. Wild, Kenneth L. Wild, and Jerry C. Y. Han. <i>International Business</i>, latest version.</p> <p>The Economist  Financial Times  Wall Street Journal</p> <p>Academic Journals such as American Economic Review, Journal of Finance, Journal of International Business Studies etc.</p>						