

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title :	Bachelor of Education (Honours) (Secondary) (Five-year Full-time); All undergraduate Programmes
Programme QF Level :	5
Course Title :	Business Environment in Hong Kong
Course Code :	IBS1124
Department :	Social Sciences
Credit Points :	3
Contact Hours :	39
Pre-requisite(s) :	Nil
Medium of Instruction:	English
Course Level :	1

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course provides opportunities for students to understand the historical development of

business environment of Hong Kong. Various stakeholders involved in business operations are introduced and explained. The role played and contribution made by different types of business organizations is examined. It requires students to investigate the business relationship between Hong Kong, Chinese mainland and other countries. The impacts of globalization on Hong Kong business and economic development are explored and evaluated critically.

2. Course Intended Learning Outcomes (CILOs)

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

CILO₁: Understand the historical development and characteristics of business environment of Hong Kong

CILO₂: Identify how external factors affect business decision making and operations.

CILO₃: Evaluate the role played by different types of business organizations in society.

CILO₄: Investigate the business relationship between Hong Kong, Chinese mainland and other countries around the world.

CILO₅: Critically examine the impacts of globalization on Hong Kong business and economic development.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
The economic structure and historical business development of Hong Kong. The characteristics of Hong Kong business environment.	CILO ₁	Lecture, case studies and group discussion and presentation.
The external factors which affect business decision making and operations, e.g. economic, technological, legal, political, social and	CILO ₂	Lecture and case studies
Types and formation of business organisations in Hong Kong and their roles to play in society	CILO ₃	Lecture and oral presentation
Business and economic relationships between Hong Kong and Mainland China as well as other countries around the world	CILO ₄	Lecture, online searching and group presentation
The positive and negative impacts of globalization on the business competitiveness of Hong Kong	CILO ₅	Lecture, online searching, reflection and sharing

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) An analysis of the influence of external factors to the decision making of a multinational corporation. (Individual work) 1000 – 1500 words	40%	CILO _{2,4}
(b) An evaluation of globalization impact on Hong Kong Economy. (Group project) 2000 - 2500 words	50%	CILO _{4,5}

(c) Participation in class activities (including case study discussions, presentations, and online activities)	10%	<i>CILO</i> _{1,2,3,4} 5
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5. Required Text(s)

Nil

6. Recommended Readings

- Dong He., H.G. (2008). Macroeconomic linkages between Hong Kong and mainland China. Hong Kong: City University of Hong Kong.
- Estes, T.J. (2005). Social development in Hong Kong: the unfinished agenda. Hong Kong: Oxford University Press.
- Goodstadt, L. F. (2005). *Uneasy partners: the conflict between public interest and private profit in Hong Kong*. Hong Kong: Hong Kong University Press.
- Hamilton, L. & Webster, P. (2012). The international business environment. Oxford University Press.
- Hong Kong Trade Development Council (2007). New generation of mainland consumers. Hong Kong: Hong Kong Trade Development Council.
- Lam, K. C. (2002). *Confucian business ethics and the economy*. Hong Kong: Business Research Centre, School of Business, Hong Kong Baptist University.
- Lethbridge, D.G., & Ng, S.H. (Eds.). (2000). *Business environment in Hong Kong* (4th ed.). Hong Kong: Oxford University Press.
- Li, H., Wei, X. & Xie, D. (2007). Competitiveness of the Hong Kong economy: a study on productivity growth, unit labour costs & structural changes in export composition. Hong Kong: Bauhinia Foundation Research Centre.
- Li, K. W. (2012). *Economic freedom: lessons of Hong Kong*. Singapore; Hong Kong: World Scientific.
- Lo, S.H. (2008). The dynamics of Beijing-Hong Kong relations: A model for Taiwan? Hong Kong: Hong Kong University Press.
- Siu, H.F. & Ku, A.S. (2008). Hong Kong mobile: making a global population. Hong Kong: Hong Kong University Press.
- Steiner, G.A., & Steiner, J.F. (2003). *Business, government and society: A managerial approach* (10th ed.). NY: McGraw-Hill.
- Wetherly, P. & Otter, D. (2008). The business environment: themes and issues. Oxford University Press.
- 王跃生, 张德修, 李树甘主编(2004): 《CEPA 与新世纪的内地香港经济关系》, 北京市: 中国发展出版社。
- 饒美蛟及陳廣漢 (2001): 《新經濟及兩岸四地經貿合作》, 香港, 商務印書館。
- 董新保 (2000): 《高科技與香港經濟》, 香港, 三聯書店。

7. Related Web Resources

- Commerce and Economic Development Bureau <http://www.cedb.gov.hk/>
- Financial Services and the Treasury Bureau <http://www.fstb.gov.hk/>
- Trade and Industry Department <http://www.tid.gov.hk/>
- Equal Opportunities Commission <http://www.eoc.org.hk/>

Hong Kong Monetary Authority <http://www.hkma.gov.hk/>
Hong Kong Productivity Council <http://www.hkpc.org/>
Hong Kong Trade Development Council <http://www.hktdc.com/>
Hong Kong General Chamber of Commerce <http://www.chamber.org.hk/>

8. Related Journals

International Journal of Business Environment
Asian Journal of Business Ethics
Ivey Business Journal
Business Horizons
Journal of International Business Studies
Asian Wall Street Journal
Hong Kong Economic Times
Hong Kong Economic Journal
Hong Kong Economic Journal Monthly

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Others

Nil

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