

Module Teaching Programme
UWTSD MBA HKBM7009
(UWMBA-30013-2024-1-SS)

Module:	Global Business Challenges
Co-Ordinator: Contact:	Che-cheong Poon pc31@netvigator.com
Dates:	Saturday
Times:	13:00am – 19:00/18:30
Module Credits: Teaching Hours:	20 40 (32 for lectures and 8 for tutorials)
Assessment and Weighting	Each student is required to work on a project and submit a report of the project, which represents 100% of the total assessment score, by 10 March 2025 (Monday). Please refer to the Assignment Schedule for details.
Recommended Reading	Essential: 1) Kose, M. A., & Ohnsorge, F. (Eds.). (2021). A Decade after the Global Recession: Lessons and Challenges for Emerging and Developing Economies. World Bank Publications. [Online edition: https://books.google.com.hk/books?hl=zh-TW&lr=&id=zXA4EAAAQBAJ&oi=fnd&pg=PT12&dq=global+business+environment+challenges&ots=8nA8yTWaW_&sig=sCI_sFxBnaMUtx4Mu64wADz5Dms&redir_esc=y#v=onepage&q=global%20business%20environment%20challenges&f=false] 2) Mankiw, N. G. (2001). Principles of microeconomics. 2nd Edition, Cengage Learning. http://196.188.170.250:8080/jspui/bitstream/123456789/2222/1/Mankiw%20N.G.%20-%20Principles%20of%20microeconomics%20%282001%29%20-%20libgen.lc.pdf 3) Mankiw, N. G. (2009). Principles of microeconomics. 7th Edition. Cengage Learning https://jollygreengeneral.typepad.com/files/n.-gregory-mankiw-macroeconomics-7th-edition-2009.pdf 4) Moon, H. C. (2022). Global business strategy: Asian perspective. World Scientific. https://www.worldscientific.com/doi/pdf/10.1142/9789811236587_0001 5) Schlegelmilch, B. B., & Szöcs, I. (2020). Rethinking business responsibility in a global context. Cham: Springer. https://ebookcentral.proquest.com/lib/trinity/detail.action?docID=6118516&pq-origsite=primo#goto_toc Further: 1) Jorion, P., & Goetzmann, W. N. (1999). Global stock markets in the twentieth century. The journal of finance, 54(3), 953-980. http://spinup-000d1a-wp-offload-media.s3.amazonaws.com/faculty/wp-content/uploads/sites/67/2019/10/jorion_goetzmann.pdf 2) Liu, Y., & Froese, F. J. (2020). Crisis management, global challenges, and sustainable development from an Asian perspective.

	3) Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). Managerial economics. John Wiley & Sons. [Online edition: http://103.5.132.213:8080/jspui/bitstream/123456789/319/1/Managerial%20economics.pdf 4) Thakkar, B. S. (2021). Culture in Global Businesses. Springer. Journals/ reports: 1) Hong Kong Census and Statistics Department (2022), Hong Kong Monthly Digest of Statistics, Feature Article, March 2022, Consumer Price Index and Its Movements during 2012 to 2021. Available at: https://www.censtatd.gov.hk/en/EIndexbySubject.html?pcode=FA100025&scode=270 2) Ha, J., Kose, M. A., Ohnsorge, F., & Yilmazkuday, H. (2024). What explains global inflation. IMF Economic Review, 1-34. Available at: https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=4668343 3) Belanová, K. (2023). How Increased Inflation Affects Businesses. SAR Journal-Science and Research, 6(1), 3-8. Available at: https://www.sarjournal.com/content/61/SARJournalMarch2023_3_8.pdf 4) IMF (2022). Countering the Cost-of-Living Crisis, <i>World Economic Outlook 2022</i>, https://www.imf.org/en/Publications/WEO/Issues/2022/10/11/world-economic-outlook-october-2022 5) Gafurdjan, Z. (2024). Inflation And Its Effects on Consumer Behavior and Economic Policies. Qo 'Qon Universiteti Xabarnomasi, 10, 3-6. Available at: https://www.herald.kokanduni.uz/index.php/public_html/article/download/895/693 6) Song, L., & Zhou, Y. (2020). The COVID-19 pandemic and its impact on the global economy: what does it take to turn crisis into opportunity? <i>China & World Economy</i>, 28(4), 1-25. Available at: https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=3694496 Websites: https://www.uwtsd.ac.uk/library https://www.censtatd.gov.hk/en/ https://www.imf.org https://www.wto.org https://www.bis.org https://www.worldbank.org/ https://www.un.org/en/ https://libguides.ilo.org/labour-migration-en https://www.stats.gov.cn/search/s?tab=all&siteCode=bm36000002&qt=%E7%BB%9F%E8%AE%A1%E5%B9%B4%E9%89%B4 https://hk.yahoo.com/ https://www.weforum.org/stories/2022/05/what-is-the-consumer-price-index/ https://www.statista.com/topics/8669/retail-industry-in-hong-kong/#topicOverview
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Module aims:

- To identify, describe and critically analyze the internal and external economic forces at different regional levels with respect to decision making processes in modern organizations.
- To systematically understand and assess the nature of recent developments in the global economy with an emphasis on multinational organizations and international trade.

TEACHING PLAN

CLASS MEETING	DATE & Time	LECTURE/TOPICS
Course Orientation and Lecture 1	04-01-2025 Saturday 13:00 to 19:00	(I) Course Orientation (Distribution of the Project Assignment) (II) Introduction to Global Business Challenges. a. The concept of globalization b. The linkage of production, exchange, distribution, and consumption: An example c. Current global economic environment d. General characteristics of transnational corporations e. Major challenges in Global Business Environment
Lecture 2 & Tutorial 1	11 -01-2025 Saturday 13:00 to 19:00	(I) Microeconomics Foundations I: Market forces a. The Concept of Markets b. Product Markets: Market Demand c. Product Markets: Market Supply d. Product Markets: Market Equilibrium e. Demand, Supply, and Equilibrium in the Factor Market (II) Tutorial 1 Writing an analytical report
Lecture 3 & 4	18 -01-2025 Saturday 13:00 to 19:00	(I) Microeconomics Foundations III: The Production Process and Costs a. Ways to obtain production inputs and the transactions costs b. The production function c. The analysis of costs d. The Long-run average cost curve (II) Microeconomics Foundations II: Understanding interest rates a. The origin of the rate of interest b. The Pure Consumption Loan Model of Households c. The Investment Opportunity d. Theory of Interest Rate Determination e. Nominal versus real Interest Rates
Lecture 5 & 6	25 -01-2025 Saturday 13:00 to 18:30	(I) International Trade and Market Protection a. Trading patterns b. International trade theory: Rationale behind International Trade c. Trade restriction d. Entry strategies and emerging Markets (II) International Labour Migration a. Definitions b. ILO's statistics on international labour migration

		c. The causes and impacts of labour migration d. Issues and policy for receiving countries e. Issues and policy for sending countries (III) Tutorial 2 Individual consultation
Lecture 7 & 8	08 -02-2025 Saturday 13:00 to 6:30pm	(I) Macroeconomics Foundations: National Income Accounting and Determination of National Income in a Four-Sector Economy a. Conceptual framework and methods of compiling GDP b. Two approaches to determine income in a simple Keynesian model: A two-sector model c. Determination of national income in a closed Economy: A three-sector model d. Determination of national income in an open economy: A four sector model e. Cross country GDP correlation (II) Global Finance a. Some Basics b. Balance-of-Payments Accounting c. The Foreign Exchange Market d. Global Payment system e. Global Finance: challenges, and outlook
Lecture 9 & 10	15 -02-2025 Saturday 13:00 to 18:30	(I) Regional Economic Integration and Trade Agreements a. Some basics b. Different regional trading groups c. Regional integration theory d. Regional economic integration implications for global business (II) Paradoxes of Globalization a. Introduction b. The upside and downside of globalization c. Global imbalances d. Trade, growth and inequality e. A laundry list of puzzles and paradoxes f. International organizations responsible for monitoring global business activities
Lecture 11 & Tutorial 3	22 -02-2025 Saturday 13:00 to 6:30	(I) Challenges and Resolutions a. Revisit globalization b. Corporate social responsibility in a global economy c. Profile of the selected emerging economies in Asian host FDI d. Regional integration and international strategies e. Overcoming five top challenges of international expansion (II) Tutorial 3 General comments on the submitted project proposals and individual consultation
	10-03-2025 (Monday)	Deadline for submitting the Assignment