

However, it is not possible to make a clear-cut distinction between stereotypes and reality. Moreover, one has to consider the way other nationalities look at what is considered typically German in order to find out whether it is true or not.

**GERM 4008-9 European Language in Context III (German) (2,2,0) (G)**

Prerequisite: Internship year in Europe or equivalent  
Depending on the acquisitional level reached during their internship year abroad, students will further develop their oral/aural and reading/writing skills within an integrated communicative approach. The course will systematically focus on topics related to the social sciences (German area studies) and students' own research for the honours projects. Remedial work on selected grammatical aspects on the upper-intermediate level will be included. The class is held entirely in German. Up-to-date reading lists and structured assignments will be presented each semester on the course homepage. This course is open to European Studies majors only.

**GLCB 2005 Understanding Chinese Business Environments (3,3,0) (P)**

This course aims at providing students with a general understanding of the business environments in China. It demonstrates how the business environments affect business strategies and operations in China. In addition, it also discusses the business strategies for Hong Kong-based firms in entering and doing business in China.

**GLCB 3005 Global Business Research (3,3,0) (E)**

Prerequisite: BUSI 3007 Business Research Methods or equivalent and MKTG 2005 Marketing Management (students who take MKTG 3005 Marketing Research in China will not be permitted to take this course)

This course enables students to build up solid theoretical and practical foundations for doing business research in order to assist managerial decision making for the Chinese market. Students will learn how the unique Chinese environments affect the research process. They will also learn how to systemically apply qualitative and quantitative research approach in collecting and analysing data for business decision making. This course is not open to Marketing concentration students.

**GLCB 3008-9 Global and China Business Mentoring (0,1.5,1.5)**

This course is designed to provide students with applied knowledge and understanding of business management in the fields related to Global business and China business through the guidance of industry experts and business leaders. Through this course, students will be offered ample opportunities to learn and grow and to better understand life in the business world. Upon completion of the course, students will acquire new insights through expanding learning horizons, and they will be able to develop greater career engagement.

**GLCB 4005 Seminar in Global and China Business (3,3,0) (P)**

Prerequisite: BUSI 3015 Business Management in China  
This seminar provides students with an opportunity to explore and discuss current developments, problems and issues in China business. Veteran practitioners from various fields in China business will be invited to give students an understanding of their experiences and discuss practical issues with them. It aims to allow students with their previous academic training in various courses in the BBA programme a chance to compare and combine theoretical knowledge with practical business requirements in China business.

**GLCB 4006 Managing Global Business (3,3,0)**

Prerequisite: BUSI 3017 International Business

This course addresses issues facing managers in managing global business, particularly those for multinational corporations. Various important issues such as global expansion, transnational strategies are discussed in this course from a strategic perspective.

**GLCB 4007 Practice of International Trade and Investment (3,3,0)**

Prerequisite: BUSI 3017 International Business

Import and export has long been an important business activity. While global sourcing and multinational purchasing continue to be an integral part of a global economy, international investment is of growing importance to contemporary business firms. This course provides a comprehensive and in-depth analysis of international trade and investment theories and particularly practices. Students will be able to develop a good understanding of theories and particularly practices of international trade and investment to help them make informed and profitable business decisions.