

**MKT B890**

**International  
Management Strategy**



**Course Guide**



李兆基商業管理學院  
*Lee Shau Kee School of Business and Administration*

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The Open University of Hong Kong  
Ho Man Tin  
Kowloon

# Contents

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<b>Course Guide</b>	<b>1</b>
<hr/>	
<b>Introduction</b> .....	<b>1</b>
Course aims .....	1
Course learning outcomes .....	1
<b>Working through this course</b> .....	<b>3</b>
The custom textbook .....	4
The Study Guide .....	4
The Online Learning Environment (OLE).....	5
Face-to-face support .....	6
Assessment.....	6
<b>Course overview</b> .....	<b>9</b>
<b>Use of case studies</b> .....	<b>10</b>
What is a case study approach to learning .....	10
Why case studies .....	10
Some guidelines for analysing case studies .....	11
Some mistakes to avoid as you analyse cases.....	14
<b>Summary</b> .....	<b>15</b>
Deferment of studies .....	15
About the Lee Shau Kee School of Business and Administration.....	15



# Course Guide

## Introduction

Welcome to *MKT B890 International Management Strategy*! This ten-credit, one-year postgraduate course focuses on the challenges and opportunities created by the continuing internationalization of business activities and the management of these international businesses from a strategic approach.

The growing internationalization of business and Hong Kong's and China's influential role in the world economy mean that knowledge of international business strategy and management is crucial for both the career and intellectual development of postgraduate students in Hong Kong. By studying this course, you will be able to strengthen your analytical and conceptual skills from a global perspective.

*MKT B890* is delivered using a custom textbook, supplemented by a *Study Guide*, online multimedia components and face-to-face sessions.

## Course aims

The overall aims of *MKT B890 International Management Strategy* are to:

- *Provide* you with a contemporary overview of the management and strategies of international business.
- *Equip* you with the knowledge and tools which underpin international business success.
- *Reinforce* and *integrate* your existing knowledge of strategy and functional management, and *extend* this in an international context.
- *Enlighten* you on the contemporary challenges and issues faced by international managers and how to manage these issues strategically.

## Course learning outcomes

Upon the completion of *MKT B890 International Management Strategy*, you should be able to:

- *Appraise* the contemporary global perspective on international management and strategy issues.

- *Assess* the challenges in, and competencies required for, managing an international business successfully.
- *Examine critically* the changing nature of the international business environment and the associated impacts on international management.
- *Explain* and *discuss* the links between strategy formulation and implementation, strategy and structure, and strategy and functional competencies.
- *Analyse critically* the key management issues that are likely to be faced by international business in the future.

## Working through this course

In this custom textbook approach, different learning modules have been carefully selected by the course team from various textbooks on international business management and organized into a single textbook specifically designed for *MKT B890* students. By incorporating the latest editions of book chapters, cases, exercises and self-tests from different texts, the custom textbook provides you with coverage of the developments in international management and strategy that underpin business success in a global era.

In addition to the customized textbook, you will be working through the course using an OUHK-produced *Study Guide*. The *Study Guide* leads you through your study pathway unit by unit, providing commentary on each textbook chapter and supplementary self-assessment opportunities.

The third main place you will refer to for learning resources during the course is the OUHK's Online Learning Environment (OLE). There, you will have access to a rich array of multimedia materials such as video lectures and online quizzes, and you will be able to discuss topics with other students and your tutor on the course discussion board.

This course is further supported by regular face-to-face meetings for lectures and tutorials.

To start off, you should watch the introductory video for the course that you can find on the OLE. Then turn to the *Study Guide* for further guidance through the course.



Watch this video at:

[https://ole.ouhk.edu.hk/ismart/coursedb\\_share.nsf/getFile?Open&mode=DL&termcode=1715&coursecode=mktb890&filename=\\_\\_video\\_\\_intro.htm](https://ole.ouhk.edu.hk/ismart/coursedb_share.nsf/getFile?Open&mode=DL&termcode=1715&coursecode=mktb890&filename=__video__intro.htm)

## The custom textbook

The title of the custom textbook is ‘MKT B890 International Management Strategy’. The textbook is published in three volumes. The chapters are selected from the following textbooks.

Names of textbooks
1. Ball, D A, Geringer, J M, McNett, J M and Minor, M S (2012) <i>International Business: The Challenge of Global Competition</i> , 13th edn, New York: McGraw-Hill.
2. Luthans, F and Doh, J P (2015) <i>International Management: Culture, Strategy, and Behavior</i> , 9th edn, New York: McGraw-Hill.
3. Bartlett, C A and Beamish, P W (2014) <i>Transnational Management: Text, Cases, and Readings in Cross-Border Management</i> , 7th edn, Singapore: McGraw-Hill.

The *Study Guide* will indicate at which point you should read each chapter of the custom textbook.

## The Study Guide

The *Study Guide* sets out your study pathway through the customized textbook and other course learning resources, and provides supplementary material and additional self-assessment opportunities. You’ll therefore need to keep it by your side as you work through the course.

The *Study Guide* is divided into ten units. The titles of the units and the textbook chapters they will cover are set out in the following table. Note that the Bartlett and Beamish (2014) textbook will be used for supplementary readings, which are not listed in the table.

	Unit	Textbook chapters
Vol. I	1. The nature and challenges of international business and management	<b>Ball et al. (2012) Ch1.</b> Topic: The challenging world of international business
	2. Dynamic forces of the international business environment I: Political and trade forces	<b>Module 1: Ball et al. (2012) Ch6.</b> Topic: Political and trade forces <b>Module 2: Ball et al. (2012) Ch2.</b> Topic: International trade and foreign direct investment
	3. Dynamic forces of the international business environment II: Financial and cultural forces	<b>Module 1: Ball et al. (2012) Ch8.</b> Topic: The international monetary system and financial forces <b>Module 2: Ball et al. (2012) Ch4.</b> Topic: Sociocultural forces



Vol. II	4. Formulating international management strategies	<b>Ball et al. (2012) Ch9.</b> Topic: International competitive strategy
	5. Implementing international management strategies	<b>Module 1: Ball et al. (2012) Ch12.</b> Topic: Assessing international markets <b>Module 2: Ball et al. (2012) Ch13.</b> Topic: Entry modes
	6. International functional management I: Marketing and operations	<b>Module 1: Ball et al. (2012) Ch15.</b> Topic: Marketing internationally <b>Module 2: Ball et al. (2012) Ch16.</b> Topic: Global operations and supply chain management
Vol. III	7. International functional management II: Human resources	<b>Ball et al. (2012) Ch17.</b> Topic: Managing human resources in an international context
	8. Global leadership	<b>Ball et al. (2012) Ch11.</b> Topic: Global leadership issues and practices
	9. International organizational design, decision making and control	<b>Ball et al. (2012) Ch10.</b> Topic: Organizational design and control
	10. Current issues of international management	<b>Module 1: Luthans and Doh (2015) Ch3.</b> Topic: Ethics, social responsibility and sustainability <b>Module 2: Luthans and Doh (2015) Ch10.</b> Topic: Managing political risk, government relations and alliances

## The Online Learning Environment (OLE)

A dedicated area for *MKT B890* students has been set up in the OUHK's OLE. You will need to log on regularly to the OLE to access the course discussion board and online learning components such as online quizzes, PowerPoint slides and video lectures. You will also need to go online to access various video cases that are referred to in the *Study Guide*.

### E-Library E-Reserve

You may be instructed to read articles or watch videos in the E-Library E-Reserve. To access these items, go to the OUHK E-Library and click on 'E-Reserve'. Log in, click 'Accept/Agree' on the Copyright Restrictions page, fill in the 'Course Code' box, and click 'Search'.

## Face-to-face support

Students will be supported throughout the course by regular face-to-face meetings in the form of tutorials, supplementary lectures and a surgery. Details of the dates and times of these sessions can be found in the *Presentation Schedule*.

Unit	No. of weeks	Face-to-face support	Hrs
1	3	Tutorial 1 Supplementary Lecture 1	5
2	3	Tutorial 2	3
3	3	Tutorial 3 Supplementary Lecture 2	5
4	3	Tutorial 4 Supplementary Lecture 3	5
5	3	Tutorial 5 Surgery	5
6	3	Tutorial 6 Supplementary Lecture 4	5
7	3	Tutorial 7	3
8	3	Tutorial 8 Supplementary Lecture 5	5
9	3	Tutorial 9	3
10	3	Tutorial 10 Surgery	5
Total	30		44

## Assessment

During the course, students of *MKT B890* will have their progress assessed both formally and informally.

**Formative assessment** includes various activities, self-tests and online discussions that you will undertake while working your way through the study units, textbook and readings.

**Summative assessment** consists of tutor-marked assignments (TMAs), online quizzes and a final examination.

### Assessment summary

The summative assessment items are outlined in the following table.

<b>TMA (formats/types of questions)</b>	<b>Weighting</b>	<b>Exam</b>
TMA 1 (Essays/Case studies) Covers <i>Units 1 to 3</i>	10%	60%
TMA 2 (Essays/Case studies) Covers <i>Units 4 &amp; 5</i>	10%	
TMA 3 (Essays/Case studies) Covers <i>Units 6 to 8</i>	10%	
Online quizzes 1 to 9 Cover <i>Units 1–9</i> (one quiz per unit)	10%	
Total	40%	

### **Tutor-marked assignments**

There are three compulsory assignments for the course. You will be expected to apply concepts and techniques acquired during the course when completing assignments.

- Assignment 1, worth 10% of the total marks for the course, is due in Week 9 and evaluates material covered in *Units 1 to 3*.
- Assignment 2, worth 10%, is due in Week 16 and evaluates material covered in *Units 4 and 5*.
- Assignment 3, worth 10%, is due in Week 29 and evaluates material covered in *Units 6 to 8*.

### **How to submit assignments**

You must use word processing software (such as Microsoft Word) to prepare the TMAs, and submit the TMAs via the Online Learning Environment (OLE). All assignments must be uploaded to the OLE by the due date.

Failure to upload a TMA in the required format to the OLE may result in the score of the TMA being adjusted to zero.

### **TMA extension policy**

The assignment policy of the University as stated in the *Student Handbook* should be observed. You are required to submit assignments for this course in accordance with the dates communicated by your Course Coordinator. You may apply for a submission extension on the grounds of illness, accident, disability, bereavement or other compassionate circumstances.

Applications for extensions of up to seven days should be submitted to the tutor. The tutor shall consider valid and unexpected emergencies on an individual basis. Normally, documented proof of the extenuating circumstances is not required for extensions of up to seven days. The tutor shall decide and advise you of the revised date for submission.

For extensions of **over seven days**, you should note the following:

1. If you require an extension of more than seven days on the grounds of illness, accident, disability, bereavement or other compassionate circumstances, you are required to submit your application to the Course Coordinator via the OLE.
2. Supporting documents must be submitted along with the application for extension of over seven days to justify the claim.
3. Applications for extension should normally be lodged before or on the due date.
4. Applications are considered by:
  - a. the Course Coordinator for extensions of 8 to 21 days; and
  - b. the Dean for extensions of over 21 days.

After an assignment is submitted via the OLE, it is your responsibility to check that the assignment has been successfully submitted. Extension applications due to any problem with uploading will not be accepted. The University cannot accept any responsibility for assignments that are not received by your tutor due to any problem with submission via the OLE. As a precaution, you are advised to keep a copy of each assignment you submit.

According to the University's policy, no extension of the due date will be allowed for the final TMA. This policy will be strictly enforced. Any late submission of the final TMA will result in the score of the TMA being adjusted to zero.

### **Online quizzes**

There will be nine assessed online quizzes. You are expected to complete an online quiz after finishing each of the first nine units. You must complete each online quiz according to schedule otherwise you will receive no marks for it. Further details can be found on the course OLE.

### **Examination**

The final examination for *MKT B890 International Management Strategy* will be of three hours' duration and have a value of 60% of the total course grade. The examination will consist of questions that reflect the types of practice exercises and tutor-marked assignments students have previously experienced.

## Course overview

The following table gives a general overview of the course structure. It suggests the amount of time you should allow for completing units and provides a broad schedule for you to plan your work. This estimation includes time for reading the units and custom textbook, completing activities, self-tests, online quizzes and assignments, attending tutorials and preparing for your final examination.

Units	Weeks	Assessment
1. The nature and challenges of international business and management	3	Online quiz 1
2. Dynamic forces of international business environment I: Political and trade forces	3	Online quiz 2
3. Dynamic forces of international business environment II: Financial and cultural forces	3	Online quiz 3 TMA 1
4. Formulating international management strategies	3	Online quiz 4
5. Implementing international management strategies	3	Online quiz 5 TMA 2
6. International functional management I: Marketing and operations	3	Online quiz 6
7. International functional management II: Human resources	3	Online quiz 7
8. Global leadership	3	Online quiz 8 TMA 3
9. International organizational design, decision making and control	3	Online quiz 9
10. Current issues of international management	3	
Revision	1	

## Use of case studies

Case studies are a useful and increasingly popular form of learning and assessment in the OUHK's School of Business and Administration. In this section we will look at why case studies are used and then suggest some learning strategies that you can use to approach case studies. We will also briefly discuss some problems that you may encounter as you learn from case studies.

## What is a case study approach to learning

One main purpose of a case study is to explore an issue or a number of issues in relation to an organization. The intention is to get you to carefully diagnose an organization; to focus on key problems, and to suggest how these might be resolved. Often the case is a *real-life account* of an organization which you are required to analyse in order to *focus on a problem*. Usually, the information that is provided is *incomplete* and you are often expected to observe developments in the organization *over a period of time*. The case study approach is an excellent opportunity to actively apply material that you have read and conceptual knowledge to the reality of an organization.

At the OUHK, case studies may be used as part of TMAs, exams, study units, or dayschool exercises. You normally are given some information about a company (this could be both text and graphical information, such as figures and tables). You are then asked to think about some problems related to the company and to *use concepts* and *apply theories* that you have learned in your course to *propose possible solutions* for the company.

Let's have a look at two kinds of case study questions that you might be asked to work through in your courses. The first example is quite structured, while the second is much more open-ended.

### Two examples of case study questions

1. Read the case study entitled 'ABC Consultants' and consider the following issues:
  - Using your understanding of the resource-based model, what measures could be taken to improve ABC's returns?
  - Drawing on your broad understanding of the consultancy industry, assess ABC's relative competitiveness and its profit potential.
  - To what extent do internal factors account for ABC's financial weaknesses?
  - Based on your assessment of ABC's financial weaknesses, formulate a new strategic intent and develop a mission statement for ABC.
2. Read the case study entitled 'XYZ Industries'.
  - Identify the key problems that are currently faced by XYZ's management.
  - Propose viable solutions to these problems.

## Why case studies

As you can see from the above examples, a case study approach to learning requires a great deal of thinking and often will not easily yield a quick 'wrong' or 'right' answer. However, case studies are also good preparation for dealing with real-life business problems. Cases may be short and relatively simple, or longer and complex. The purpose is the same for both types: to give you an opportunity to develop your skills in analysing the strengths and weaknesses of the organization under examination, to consider the processes at work within the organization, and to make decisions about future actions.

Case studies are not meant to replace textbooks, but rather to ask you to draw connections between theories and practice and to apply abstract ideas, concepts, and principles to specific concrete situations. Consequently, case analysis develops a number of skills that are crucial in business. In particular, they help you to:

- analyse complex, unstructured, sometimes ambiguous situations;
- identify critical issues and problems;
- question your own and others' assumptions;
- improve your problem-solving skills;
- develop your ability to find alternatives and make informed decisions;
- make decisions with incomplete information and think strategically;
- self-educate yourself and draw on a broad range of resources and knowledge; and
- present and justify recommendations in writing.

You may find that there are many possible 'right' answers to the questions in a case study. This illustrates that there is often *no single best way* to responsibly manage and solve real-life business problems.

## Some guidelines for analysing case studies

The following strategies should help you to successfully analyse case studies:

### 1 Read the case and become familiar with the facts

First, skim read the case to obtain a *general understanding of the main point(s)*. Highlight or underline the pertinent points as you read.

Read the case again, and this time note down critical facts (such as names, time sequences, and where events occurred). Try to understand how events have influenced decisions. Identify the important individuals or stakeholders, and try to assess the importance of supporting information in the case. How reliable is this supporting information? Are there any gaps in the information that is given?

Make a note of any *questions* that you have as you read the case.

### 2 Assess the context of the case

Try to understand the environment of the organization and the wider context of the case.

Ask yourself questions about:

- *The state of the organization*: What is the state of this organization: good, bad or in-between? Usually this involves thinking about interpersonal relationships, and assessing production or financial problems.
- *Keyplayers and systems*: How do systems and people operate in this organization? Why do they operate like this? Are the systems undergoing change? How successful are the changes? Is there someone who could sabotage any future strategy? Is there someone who can ensure the success of a future strategy?
- *Significant trends*: How does this industry operate? What are the main or unique characteristics of the industry? What were they five or ten years ago, and what are they likely to be in the future? What impact are trends likely to have on the organization under investigation? How does this organization's performance compare with that of competitors?
- *Constraints*: Clearly identify all constraints in the case. A constraint may be viewed as anything (usually beyond the control of the organization) that may prevent an otherwise feasible course of action from becoming a success. What is outside the control of individuals

in the case study? For example, it is unlikely that any company or individual in Hong Kong could prevent a foreign government from imposing tariff barriers on imports.

A *SWOT analysis* is a good way to get a better understanding of the organization and the context or environment in which it is operating. A SWOT analysis considers the Strengths and Weaknesses of the organization, and the Opportunities and Threats which the organization faces in the external environment.

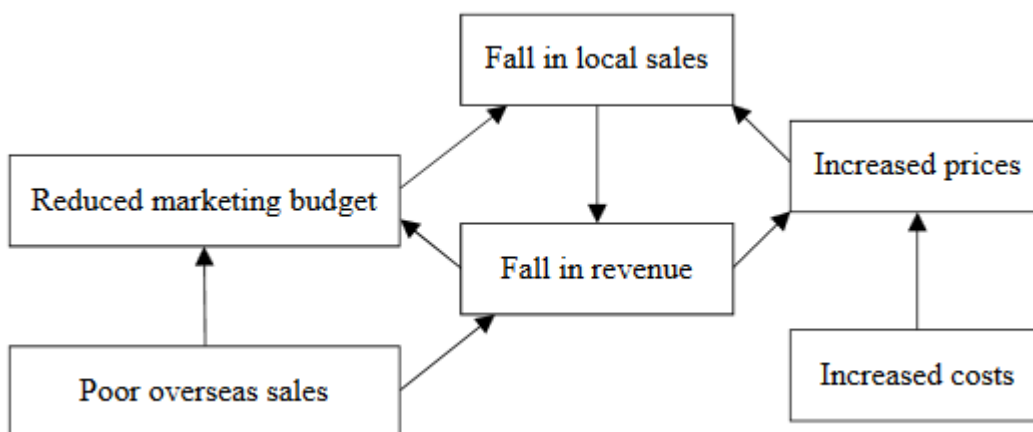
### 3 Recognize the case's symptoms

Read the case again and as you read, try listing all the *symptoms* of the case. The symptoms of a case are *not* the problems, but they may help you to identify the problems. Symptoms are all the things that are undesirable or that are not as expected. For example, falling sales could be a symptom of several problems such as poor market segmentation, poor product quality, or problems in a supply chain. At this stage of your analysis, you should just try to *observe* all the symptoms, and avoid prematurely identifying problems or suggesting solutions. Like a doctor who consults a patient, you first need to observe and note all the symptoms before you can give a definite diagnosis of the problem. Think about how the symptoms may be interrelated. Relationship diagrams, like the one below, may help you to see the relationships between symptoms.

### 4 Diagnose the case's problems

After you have a good sense of the symptoms, you're ready to determine key issues that need to be analysed more closely. You are now diagnosing the situation, like a doctor diagnosing a patient's symptoms. Ask yourself 'what seems to be the trouble in this organization?' and make a list of what you now perceive to be the key problem(s). You will probably need to go back to the details of the case and as you do this, you may add to or refine your list of potential problems.

If there are several problems, you need to order and prioritize them. You might want to number problems according to how you perceive their importance, or make a matrix, like the one below, which shows relationships between various criteria and each problem.



Criteria	Problem #1	Problem #2	Problem #3
<i>Importance</i> : what will happen if the problem is not addressed?			
<i>Urgency</i> : how quickly must this problem be solved?			
<i>Centrality</i> : To what extent does this problem cause others?			
<i>Solvability</i> : Can this problem actually be solved?			



Also try to establish if there are *relationships* or *themes in common* among the various problems. Perhaps different problems in your list are actually variations of a broader central problem.

Ask yourself what *assumptions* you have made about the case. Are these assumptions reasonable, and are they supported by the facts? Would other people objectively suggest the same problems, based on the facts that you have? Are you suggesting problems that are not supported by the facts of the case?

After you have considered and put into order the possible problems and questioned your assumptions relating to these problems, you should *write a statement of the problems* as you perceive them. *Avoid suggesting solutions at this stage.*

Once you have a problem statement, you need to find *evidence* in the case to support your problem diagnosis. Also, try to identify ideas, concepts and theories from your textbook and course units which help to explain what is happening in the case.

## 5 Formulate criteria for a ‘good’ solution and identify possible constraints to solutions

Before you propose a solution, you need to consider the characteristics of a ‘good’ solution. Obviously, your solution should bring benefits such as improved productivity, reduced costs or greater profits. However, it also needs to be *viable* and to *accommodate the constraints* that you have already identified, i.e. Is the solution legal? Is there a budget for this solution? Does it conflict with the organization’s culture?

Try to brainstorm *alternative* solutions. Aim to generate a broad and creative range of options and then try to rate each according to various criteria.

The following matrix demonstrates how this can be done.

	Cost	Ease of implementation	Impact on organization culture	Impact on profits
Option 1	***	*	*	**
Option 2	*	***	***	**
Option 3	**	**	*	***

Also refer to ideas, concepts and theories from your course materials as you consider and assess each possible solution.

It’s often wise to propose a solution that allows for *plausible alternatives* if it should fail. Managers use the term *satisfice* when they are considering acceptable alternative solutions, that is, the solution is able to *satisfy* the situation while also making some realistic *sacrifices* to existing constraints. Therefore, it is a satisficing rather than a maximizing solution.

Finally, don’t forget to consider the possibility of taking *no action*. What will actually happen if no action is taken? Are any (or all) of the solutions less viable than taking no action at all?

## 6 Recommend a viable solution

After you have assessed the merits and pitfalls of each alternative solution, select the best solution for the situation.

Remember that the solution needs to be *viable*. Can the recommended solution be introduced? Are there the resources and the willingness to implement it? Be realistic about what may work. Explain why it is the best solution within the constraints of the existing context and explain how it can be applied to the organization. Suggest a time-frame for the solution’s implementation.

Outline possible strategies for implementing your solution, either partially or completely. As many feasible courses of action as possible should be considered before you choose the one that seems the most likely to succeed. The more ideas you have, the greater your chance will be of finding a solution that will work well. The complexity of most organizational problems means that it is

highly unlikely that one idea alone will correct the situation. Usually a combination of actions is required, and these need to be funded differently, timed carefully and staffed as necessary.

### 7 Present your solution as a written recommendation

Review your final solutions and then prepare a set of written recommendations. These should clearly outline your proposed solution in relation to the problems that you have identified. Your recommendations should also include details of *why* these solutions are the most appropriate given the circumstances and constraints of the case. Finally, you need to clearly state *how* and *when* your proposals will be implemented.

Your tutor and your course *Assignment File* can provide some guidelines on how to present your recommendations.

## Some mistakes to avoid as you analyse cases

When you first tackle case studies, you should be careful to guard against the following mistakes:

1. One of the most common mistakes made in case analysis is *repeating* or simply *summarizing* the facts of the case. Your tutor is already very familiar with the case details, so you do not have to restate them. *You are required to use and analyse the facts, not repeat them.* Your analysis should contain only enough case material to support your arguments. Therefore, be analytical!
2. You may often be tempted to just deal with *symptoms* and ignore the *causes* of the problem. It is very important to analyse the background of the case (and the climate in which the events of the case unfold).
3. Avoid discussing problems *in isolation* and do not overlook their *interrelatedness*. If you try to think in terms of 'systems' rather than in terms of individual problems, you are more likely to avoid this pitfall.
4. Students often fail to state the *assumptions* underlying their analysis. If any important assumptions have been made, have you questioned them and are they reasonable and appropriate? Avoid selectively using and interpreting case material in order to justify a preconceived solution.
5. *Practical limitations* and *constraints* may sometimes be overlooked. For example, a recommendation that a whole team be fired is probably unrealistic.
6. A very common mistake is *poor integration* of the facts in the case with the *concepts*, *principles*, and *theories* in the textbook. Such integration is vital. Ask yourself if relevant theories from your course have been fully and constructively applied.
7. Finally, *recommendations* are too often not spelled out in detail or are unrealistic. A *timetable* for implementing them is also often not given.

Analysing cases poses many challenges, and this is one reason the case study method is so rewarding. It is a very active form of learning. It offers you a risk-free opportunity to gain managerial and organizational experience and should greatly increase your confidence to make informed decisions in the real world.

Good luck and we hope you enjoy working through the cases that you encounter!

## Summary

*MKT B890 International Management Strategy* equips you to take a strategic approach towards the challenges and opportunities presented by the growing internationalization of business.

The course is presented through a blend of printed and multimedia materials. As you work through *MKT B890*, you will need to refer to your *Study Guide*, your custom textbook and the OLE, and you are provided with support through regular face-to-face sessions.

The course is assessed through three tutor-marked assignments, nine online quizzes and a final examination.

We hope you find *MKT B890* stimulating and valuable for your professional development.

## Deferment of studies

If you wish to defer your studies of this course until a later date, you should apply for deferment of studies. For the regulations governing deferment of studies, please refer to Section 14, ‘Regulations for Admission, Registration and Maintenance of Status’, in your *Student Handbook*. If you have applied for deferment of studies you should continue with your studies of this course and submit the required assignments until formal approval is given by the University. Should you have difficulty in submitting an assignment, you are advised to liaise with your Course Coordinator and apply for a TMA extension. Students who have been granted deferment of studies will not be allowed to submit TMAs due before the date that their application for deferment of studies is received by Registry.

## About the Lee Shau Kee School of Business and Administration

Thank you for taking a course administered by the Lee Shau Kee School of Business and Administration (B&A).

The Lee Shau Kee School of B&A is one of the five academic units of The Open University of Hong Kong. The School is responsible for all degree programmes and credit-bearing courses in the area of business management and administration offered by the OUHK.

Currently, the Lee Shau Kee School of B&A offers programmes leading to the award of qualifications from Certificate level to Doctoral degree level. Most of the courses conducted by the School are locally developed by experienced professional consultants and academics. The course contents are specially designed to suit the business environment of Hong Kong and the Greater China region. The School is committed to developing and providing high-quality courses and programmes to enable learners to acquire up-to-date knowledge and skills, and to broaden their perspectives to succeed in the ever-changing business world.

The School currently offers the following programmes:

- Doctor of Philosophy
- Master of Business Administration
- Master of Business Administration (in Chinese)
- Master of Business in Research Methods
- Master of Business in Research Methods (in Chinese)
- Master of Corporate Governance
- Master of Professional Accounting
- Postgraduate Diploma in Professional Accounting

Bachelor of Business Administration with Honours in Accounting  
Bachelor of Business Administration with Honours in Corporate Administration  
Bachelor of Business Administration with Honours in Management  
Bachelor of Business Administration  
Bachelor of Business Administration (in Chinese)  
Bachelor of Business Administration in Accounting  
Bachelor of Business Administration in Banking and Finance  
Bachelor of Business Administration in Corporate Administration  
Bachelor of Business Administration in Human Resource Management  
Bachelor of Business Administration in International Business  
Bachelor of Business Administration in Logistics and Supply Chain Management  
Bachelor of Business Administration in Management  
Bachelor of Business Administration in Marketing  
Bachelor of Electronic Commerce  
Bachelor of Sports Management  
Associate of Business Administration  
Associate of Business Administration (in Chinese)  
Associate of Electronic Commerce  
Certificate in Business Administration  
Certificate in Business Administration (in Chinese)

For general enquiries concerning the above programmes, you can contact the Programme Leader (part-time programmes) Dr Nigel Leung at 2768 6926 or [ccleung@ouhk.edu.hk](mailto:ccleung@ouhk.edu.hk).