

Global Strategic Management and Cross-cultural Management

(Chapters refer to Textbooks - Phatak et al, except Z = Zhou Linong)

Case Studies

(Please refer to Syllabus for case reference books)

Lectures

C Case studies

1. Globalization & the International Environment	1, 2	<u>Global Future</u> C3 – Li & Fung 利丰集团 C3 - SingTel 新加坡电信集团 C4 – Uni –President 统一企业 C4 – China Netcom 中国网通 C7 – HKE & Clearing 港交所
2. Political & Legal Dimensions	3, 4	<u>Zhou Linong</u> II. C1 – Peugeot 标致汽车集团 II. C4 – Danone 法国达能集团
3. Strategy, Entry & Collaboration	6,7,8	<u>Global Future</u> C2 – Kikkoman 万字酱油 C2 – Samsung 韩国三星集团 C4 - ICBC 中国工商银行
4. Structure, Control, Knowledge & Brands	9,10,11	<u>Sull- Made in China</u> C6 Galanz 格兰仕集团 <u>Global Future</u> C2 Sony 新力集团
5. Cultural Dimensions & Cross-cultural Management	5,12 Z15	<u>Phatak et al</u> C1 Euro Disneyland 欧洲迪士尼乐园 <u>China Case Book</u> C4 – Mr Smith & Mr Zhang C19 – Tony Roma’s in Shanghai 多利萝玛

6. Cross-cultural Negotiation, Decision making, & Motivtion	13, 14, 16	<u>China Case Book</u> C1 – China Resources (CR) Snow & S African Breweries (SAB) 华润雪花啤酒（中国）有限公司 C13 – Roland Berger (Shanghai) Int’l Management Consultants 罗兰贝格国际咨询公司 C16 –Shanghai-ed Com
7. Leadership, HRM, & CSR	15,16 17	<u>Phatak et al</u> C16 III Ellen Moore (US/Korean) C17 IV Nike 耐克集团 <u>Sull, Made in China</u> C2 – Sina 新浪集团

Visiting Professor, Management School, SYSU, China

Andrew K P Leung, SBS, FRSA

www.andrewleunginternationalconsultants.com
