

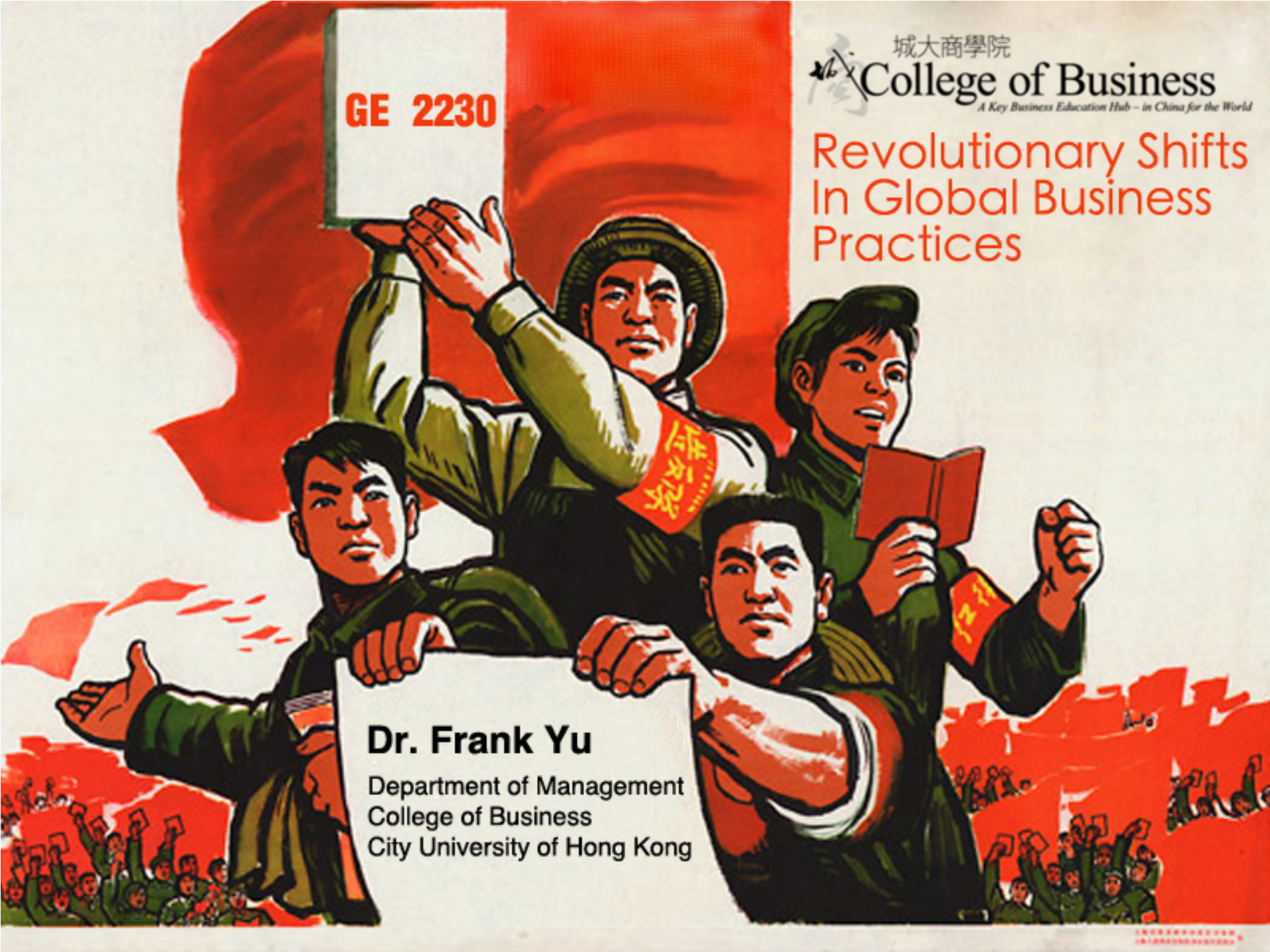
城大商學院

College of Business

A Key Business Education Hub - in China for the World

Revolutionary Shifts In Global Business Practices

GE 2230




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Department of Management
College of Business
City University of Hong Kong



This course aims to

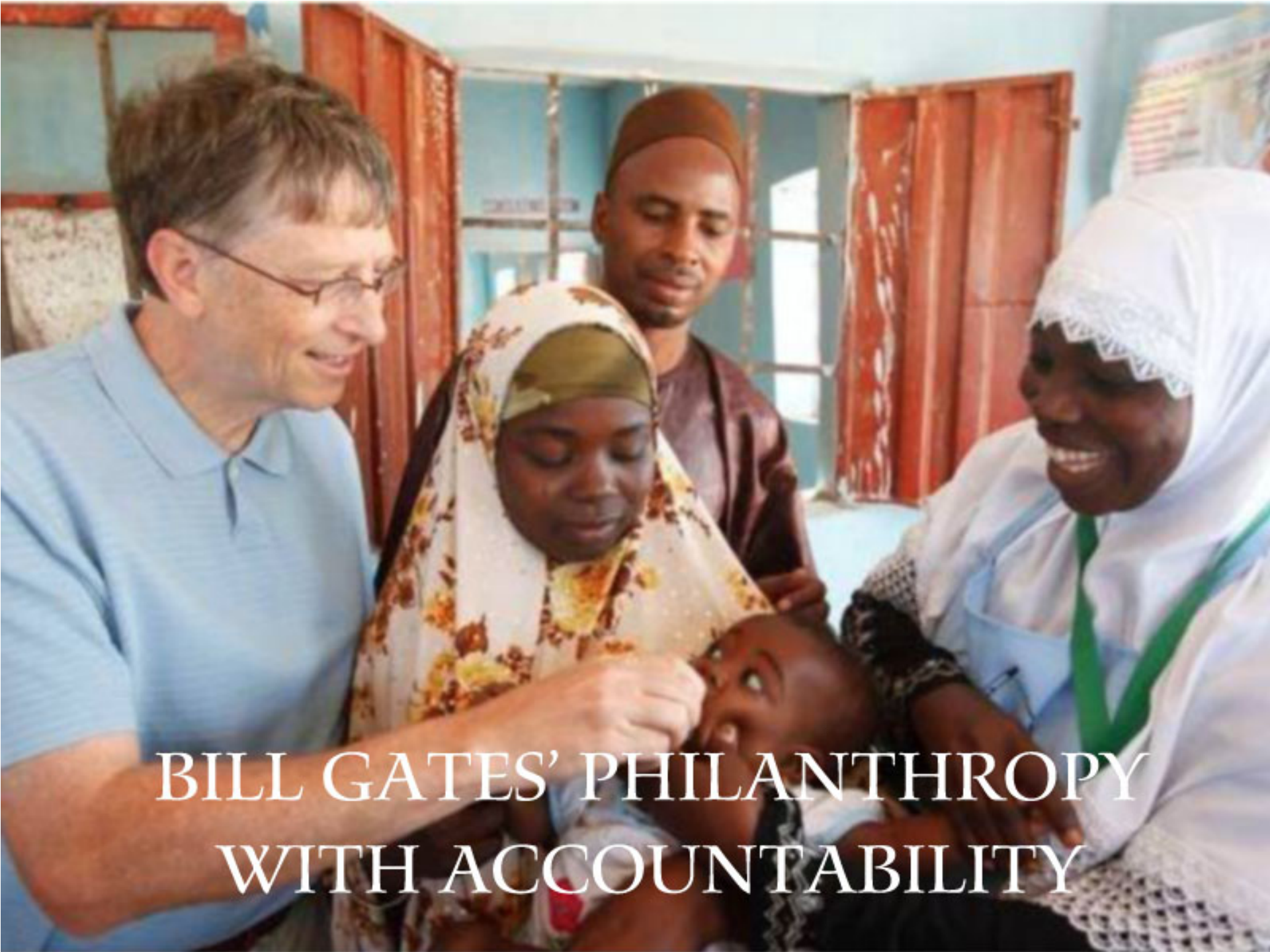
- understand how different practices arise from changing global contextual needs.
 - examine how radical changes in global world views revolutionize business practices, both local and global.
 - comprehend how the local practices adapt to globalization and how the global practices cater to the local sensibility.
 - analyze how a paradigm shift occurs or how a radical change in global business worldview arises from revolutions in global business practices.
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A conceptual image showing the lower legs and feet of a person dressed as Ronald McDonald. The person is wearing bright yellow pants and red-and-white striped socks. One red shoe with yellow laces is stepping on a realistic globe of the Earth, while the other red shoe stands on the ground. The globe shows the Americas and parts of Europe and Africa. The scene is set against a plain white background with soft shadows cast by the shoes and the globe.

**MCDONALDIZATION OF
HONG KONG AND
THE WORLD?**



**COCA-COLONIZATION OF HONG KONG
AND THE WORLD?**



BILL GATES' PHILANTHROPY
WITH ACCOUNTABILITY



WHY DOES
THE STEVE JOBS
FORMULA WORK?

THINK DIFFERENT
STEVE  JOBS

“Giving people room” to innovate is a 3M tradition, exemplified by the “**15% RULE**” which encourages people to spend 15 percent of their time on projects of their own choosing and initiative.

m&m + M = 3M





G80/2oogle™

We offer our engineers “**20-PERCENT TIME**”
so that they’re free to work on what
they’re really passionate about.

Google news, Google Suggest, AdSense for
Content and Orkut are among the many products of this perk.

A man in a white tuxedo and red bow tie is smiling and holding a large, empty, yellow woven basket. The background is dark blue.

HSBC 

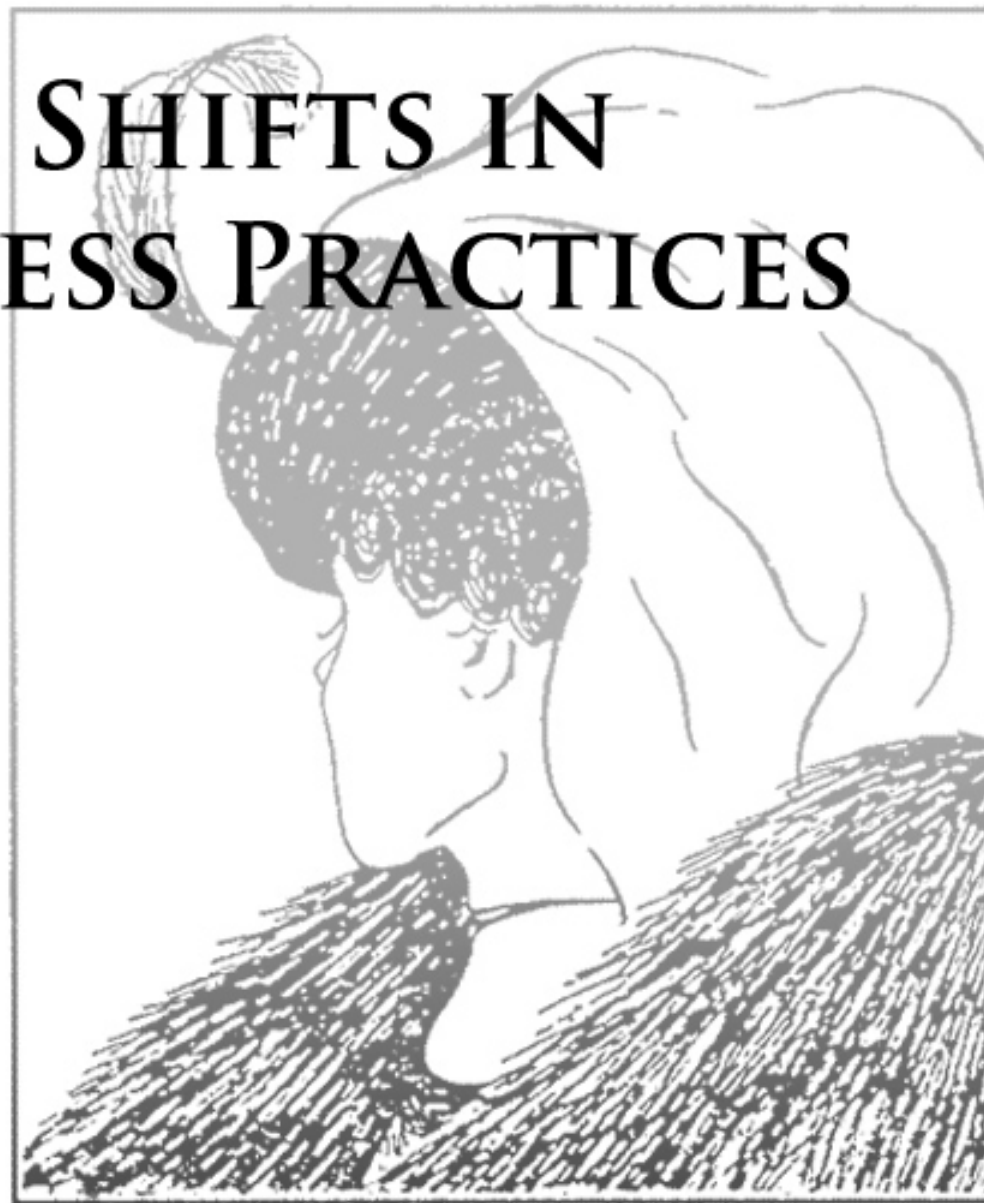
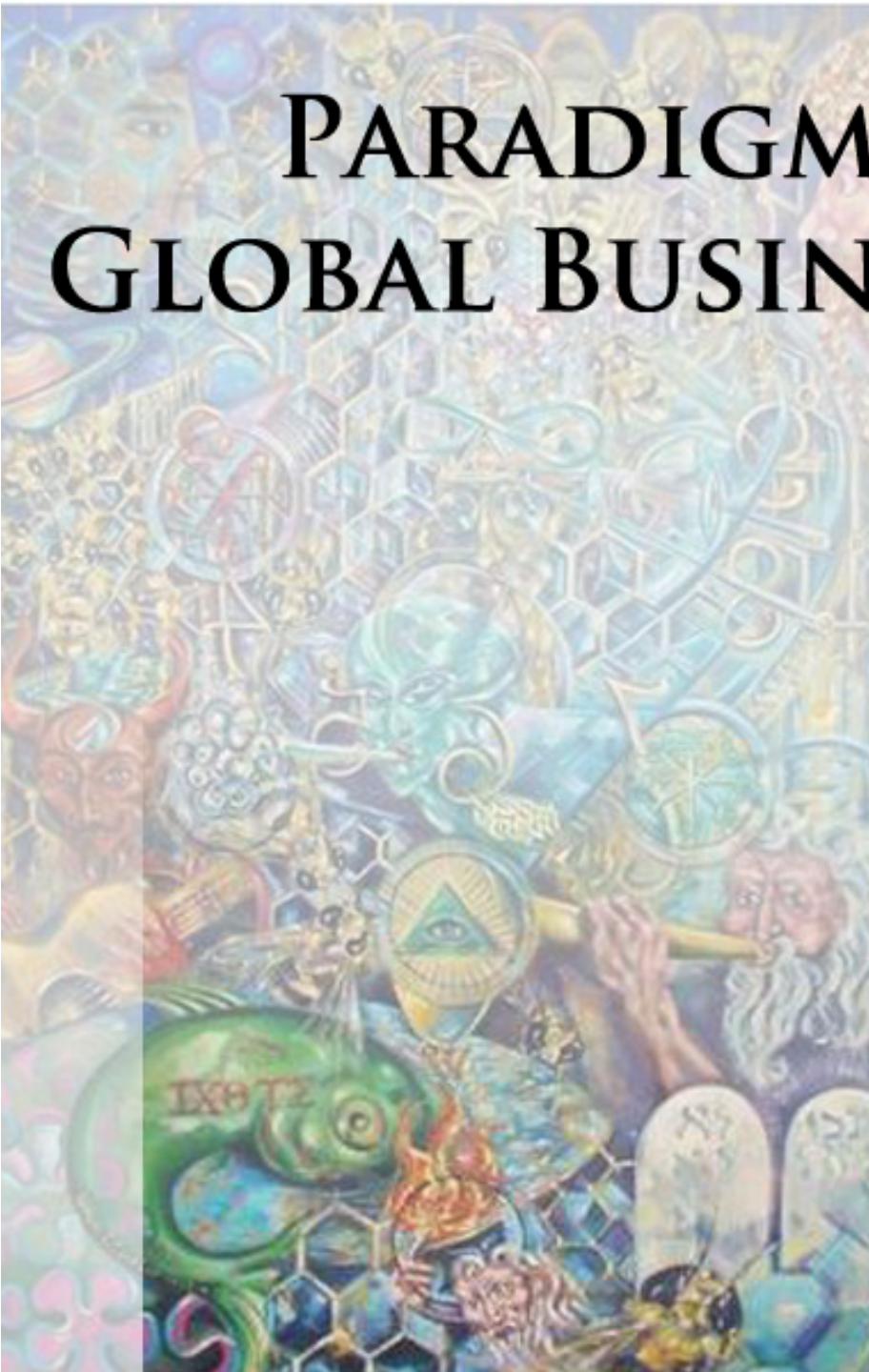
The world's local bank

CORPORATE, INVESTMENT BANKING AND MARKETS

КОРПОРАТІВІ ІНВЕСТИЦІЙНІ БАНКІНГ ТА РИНОК

ONE SIZE CANNOT FIT ALL?

PARADIGM SHIFTS IN GLOBAL BUSINESS PRACTICES



What do you see?

By shifting perspective you might see an old woman or a young woman.