

20190290 Asian Business

Course Code	20190290	Course Name	Asian Business
Course Type	Business	Prerequisite	N/A
Instructor	TBA	Other Teachers	TBA
Total Hours	48 Teaching Hours	+ Self Study Hours	

Learning Objectives

- Understand the different aspects making up the Asian business environment
- Outline the primary institutions and organisations leading the Eastern and Southeastern Asian economies.
- Understand the development plans and strategies that have driven the growth of the Asian economy
- Explain the economic issues that have plagued the Asian economies over the past few decades.
- Identify the various trends that are likely to create business opportunities for the region over the next few decades.
- Highlight solutions to the issues that are prevalent within the Asian business environment and explain how these solutions are catered to the regions specific needs.

Course Description

The unprecedented growth of Asian economies has made it increasingly important for graduates to have a solid understanding of how business is conducted in Asia. This unit is an introduction to the economies of East and South-East Asia and focuses upon their main commercial institutions which make up a large proportion of the total market share. It covers the entire geographical region but focuses specifically on the People's Republic of China, Japan and Singapore which exemplify the economic characteristics and commercial practices in the Asian region. Students will gain insight into the different management styles and practices, marketing strategies, and managing professional relationships with colleagues as well as clients. The unit also explores the economic

plights experienced by region in the last few decades, and the problems and opportunities likely to be encountered in decades to come. Students will be required to apply the knowledge and skills learnt to solve different business issues common in the Asian business environment. Students are not required to have prior knowledge of the system and structures surrounding the Asian business environment.

The boom of the Asian economy over the past few decades have made it crucial for graduates to develop a strong understanding of how the region’s business economy operates. This course provides students with foundational knowledge on how the Eastern and South Eastern Asian economies operate through analysing the primary organisations and institutions which drive these economies. The countries which the course will focus on include the People’s Republic of China, Singapore and Japan, the main nations which illustrate how commercial operations are successfully integrated into the economy. Throughout the course, students will develop an understanding of the different styles of management, customer relationship management methods, marketing plans and human resource management. In order to consolidate their understanding of the materials taught throughout the course, students will be provided with sets of facts where they will need to apply their knowledge developed throughout the course to resolve common issues arising out of the Asian Business environment. No prior knowledge of the Asian Business Environment is necessary for enrolling in this course.

Summary of Course delivery

This course has a total of 48 teaching hours and includes a compulsory field trip.

The table below summarises the delivery method for this course.

Lectures	Guest Speakers	Seminars	Group Activities	Field Trip(s)
√	√		√	√
Tutorials	Projects	Pitch(es)	Presentations	Others
√			√	

Course Schedule (TBC)

Topics	Activities
Introduction to the Asian Business environment	Lecture; In-class activities

Globalisation	
Theories of trade: investment and Internationalisation	Lecture; Case Studies; In-class activities
The political economy of trade and investment	Lecture; Case Studies; In class activities
Foreign exchange and the international monetary system	Lecture; Case Studies; Quiz
Differences in culture	Lecture; Case Studies; In class activities
Political and legal environments	Lecture; Case Studies; In class activities
Economic environment	Lecture; Case Studies; Individual report
Ethics and corporate responsibility	Lecture; Case Studies; In class activities
Country market analysis	Lecture; Case Studies; In class activities
The strategy of international business	Lecture; Case Studies; In class activities
Entering foreign markets	Lecture; Case Studies; Final Exam
International Marketing and R&D	Lecture; Tutorial
International production, outsourcing and logistics	Lecture; Tutorial; Group project Presentation

International human resources management.	Lecture; Tutorial; Group Report submission
--	---

Assessments

Assessments in this course include:

Class participation (individual)	10%
Quiz	20%
Individual Report	20%
Final Exam	50%

Reference Books

Hill, C., Cronk, T., & Wickramasekera, R. (2014). Global Business Today. Asia-Pacific Edition. 3rd Edition. McGraw-Hill.

Academic journal articles and handouts on specific topics will be used supplement the textbook and lecture material.