



COURSE INFORMATION

Course Title:

BUS302 Doing Business in Asia

Semester:

January Session ,2020

OVERVIEW

With the economies of China, India and ASEAN growing rapidly, Asia has emerged as the key driver of global economic growth. The purpose of this course is to understand the environmental and organisational issues confronted by firms doing business in Asia.

Often viewed as a single, homogeneous entity, Asia displays great differences between countries and sub-national regions within each country. To capture the diversity of the Asian region, BUS302 investigates the key business systems, environmental factors and historical characteristics of Japan, South Korea, Singapore, China, India and Australia.

The country analysis part of the course will focus on a deeper understanding of the contemporary and historical characteristics of each country, including the macro-environment such as social, economic, and political factors, and the micro-environment such as customer and competitive characteristics. We will also examine a number of company cases covering a wide range of problem situations to learn how firms do business in the diverse countries of Asia. Case studies will help us understand how institutional and industry differences can impact business strategy and managerial decision-making across countries. We will also explore a number of international business concepts and strategies for doing business in Asia.

LEARNING OUTCOME

After successfully completing this course you should be able to:

1. Communicate knowledgeably about the business environment in Asia.
2. Identify the environmental and organizational challenges of doing business in Asia.
3. Analyse the problems and issues confronted by firms doing business in Asia.
4. Recommend strategies to managers on how to do business in Asia.
5. Appreciate the commonality and diversity in business principles and practices in Asia.

CLASS HOURS

Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.

LEARNING RESOURCES

Suggested textbooks:

Title: Asian business and management: theory, practice and perspectives.
 Author(s): Hasegawa, H. and Noronha, C.
 Publisher: 2nd Edition, Palgrave MacMillan, London.
 Year Published: 2014



Additional readings for each topic will be available on the mobile group application. A large amount of information is available in databases such as the World Bank, IMF, AIIB, ADB, PWC, HSBC and online journals.

Supplementary materials utilized during the class:

1. Lasserre, Philippe and Schutte, Hellmut. 2006. *Strategies for Asia Pacific: Beyond the Crisis*. 3e. New York: Palgrave.
2. PWC: Doing Business in Australia: <https://www.pwc.de/de/internationale-maerkte/assets/doing-business-in-australia.pdf>
3. Doing Business in Japan: <https://www.worldbusinessculture.com/country-profiles/japan/culture/>
4. Doing business in India: <http://www.worldbank.org/en/country/india/overview>
5. East Asia profile: <http://www.worldbank.org/en/region/eap>
6. Doing business in China: https://www.hsbc.com.cn/1/PA_ES_Content_Mgmt/content/china/commercial/internationalbanking/images/doingbusinessinchina.pdf
7. Doing Business in India: <https://www.pwc.de/de/internationale-maerkte/assets/doing-business-in-india.pdf>
8. Doing Business in Japan: <http://www.venturejapan.com/business-in-japan/doing-business-in-japan/secrets-of-japanese-business-culture/>
9. Doing Business in Singapore: <https://www.contactsingapore.sg/en/investors-business-owners/invest-in-singapore/doing-business-in-singapore>
10. Doing Business in Korea: <https://www.pwc.de/de/internationale-maerkte/assets/doing-business-and-investing-in-korea.pdf>

WEEKLY SCHEDULE

Week	Day	Topic	Reading
1	1	Course Introduction, Country Analysis Framework (Seminar): Overview of the course. Country Analysis Theories and Frameworks.	Hasegawa, H. Noronha, C.
	2	Country Analysis. Case Analysis. (Seminar): Country Analysis Theories and Frameworks (continued). Case Analysis Framework.	Hasegawa, H. Noronha, C.
	3	Australia - Country Analysis and Case Analysis (Seminar):	PWC Country Report
	4	Japan (Seminar): Group presentations and discussions - country and case analyses.	World Business Culture
	5	South Korea (Seminar): Group presentations and discussions - country and case analyses.	World Business Culture
2	1	Singapore (Seminar): Group presentations and discussions - country and case analyses.	World Business Culture
	2	China (Seminar): Group presentations and discussions - country and case analyses.	World Business Culture
	3	India (Seminar): Group presentations and discussions - country and case analyses.	World Business Culture
	4	Mid-Semester Exam (Exam): During lecture	
	5	Course Review (Seminar):	Hasegawa, H. Noronha, C.
3	1	Self-directed learning (Seminar):	Reading
	2	Self-directed learning (Seminar):	Reading
	3	Short Free Topic Presentations	



4	Revision lecture	Hasegawa, H. Noronha, C.
5	Final Exam	

ASSESSMENT

Assessment Task	Score Percentage
Class participation	10%
Country Analysis Presentations	25%
Short Free Topic Presentations	15%
Mid-term exam (Multiple Choice)	20%
Final Exam (Essay)	30%
Total	100%

DETAILS ON GRADE COMPONENTS

Note on assessment: The Country Analysis and Free Topic Presentation assessments will be based on team-work. Students will be asked to form teams. Team members are expected to work cooperatively as a group and will receive the same evaluation for their work regardless of the individual variation in their contribution. Free Topic Presentations should highlight one key influence in the region, bilateral problem or single country problem.

Class Participation: Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.

NB: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. **Unexcused absence from three or more scheduled class sessions will be grounds for failure in this course.** If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on **quality** (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and **quantity** (consistency and regularity of performance).

Accordingly, **you are expected to read the related chapters before participating the class.** Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

2. COUNTRY ANALYSIS PRESENTATIONS

- a) Country Analysis will start from Week 1. Country packs will be electronically



delivered and case assignment will be determined on a first-come first-served base.

- b) Students will be asked to challenge the cases as a team for in-class discussions. Although everyone is expected to come to the classes being prepared for discussion, the assigned teams are to formally present its analysis and lead a discussion. After presentation, each team is to upload its presentation materials on the designated electronic group app for other students to view.
- c) Evaluation will be based on the overall quality of the presentation – how rigorous, disciplined, creative and how much it is to the points in issue. Time management (25 minutes including Q&A) will be strictly enforced.

FREE TOPIC PROJECT

Whereas a typical economics course may stop after giving you the intuition and the proof, BUS001 is designed to test student capacity to apply theory and concepts in practice. Thus, each team is required to do an independent project – Free Topic Presentation.

1. Each team picks an issue/case/observation that they believe is a challenging economic or business phenomenon.
2. Each team meets regularly to bond, discuss, debate and finally come up with an interpretation/analysis of the issue it chose.
3. The team leader is to submit via email a one-page proposal containing the followings by Week 2.
 - a) Names of the team members
 - b) Tentative title of the presentation
 - c) Brief sketch on the idea/plan of the presentation
 - d) First and second preferred presentation times. The lecturer will then finalize the presentation schedules based on the students' preferences and the topics of their projects. (When in conflict, it will be randomly determined.)
4. Each team has 8 minutes to present including Q&A. A PPT is required.
5. Evaluation will be based on how rigorous, disciplined, and creative the analytical idea is from economics perspective. Time-management will also be an important assessment factor. All team members receive the same evaluation for the project regardless of the individual variation in their contribution.

MIDTERM AND FINAL EXAM ESSAYS:

The Mid-term Exam will consist of a multiple-choice questionnaire based on the specific peculiarities, similarities and differences of Country Business Analysis.

The Final Exam will consist of a 1000-word essay (+ or – 10%) describing a particular country analysis and focus on a specific problem that country faces within the region, bilaterally or individually.

NB: The careful and assiduous taking of notes during class, the annotation of reference material and the descriptive paragraphs for the Country analysis and free topic



presentations will mean that final exam essays can be partially or completely written prior to the submission date. Time will be given by the instructor to guide students in their written exam.

NB: Advance notification must be given to the instructor in case of emergency or inadvertent events for an alternative exam time; otherwise a grade of zero (0%) will be given.

NB: Late submissions are not accepted

COURSE GRADING

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.

CLASSROOM ETHICS & COURSE POLICIES

Being respectful of others' opinions, values and culture

Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

Academic misconduct

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.