

**City University of Hong Kong
Course Syllabus**

**offered by Department of Management
with effect from Semester A 2017 / 18**

Part I Course Overview

Course Title: Doing Business in Asia

Course Code: MGT 6324

Course Duration: One Semester

Credit Units: 3

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course offers a comprehensive overview of culture and management practices of doing business in East and Southeast Asian economies, including India and selected Arab Emirates whose business activities are closely linked with those of East and Southeast Asia. The course is broadly divided into two parts. The first part provides a comprehensive overview of the macro business environment of the major Asian economies, including the politics, economy, social, technological, environmental and legal aspects (PESTEL) that affect business and management practices in each country. Such overview provides students with a solid and fundamental framework to comprehend the key macro factors that affect how business strategy is being formulated and implemented in those economies. The second part of the course focuses on some key industries and prominent corporations in the region. Corporation and country specific reviews will culminate with teams involving in the comprehensive analysis and presentation of the strategy, business model and operations of selected Asian based corporations, both domestic and foreign. By critically examining the unique macro factors, business and management practices characterized those industries, corporations, and countries, students will gain an in-depth understanding of how to do business in Asia with a broad regional and global perspective. In addition to team work, individual students will develop and present a discussion paper on specific business practices and operations of a selected global company in the context of a chosen country within the region to further develop expertise on building a successful global company in Asia.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Acquire a framework of tools to analyse and gain an understanding of the business environment, culture and management practices that are important to doing business in Asia, as well as the specifics of each of the major economies in the region.	20%	✓		
2.	Familiarize with many of the major industries and corporations in the region, both domestic and international, to critically evaluate the macro environmental factors and internal resources affecting the business strategy development, as well as understand the challenges and possible solutions of implementing the business strategy in specific countries and Asia in general	30%		✓	

3.	Acquire an in-depth understanding and working level competencies to conduct necessary business practices and operations in a specific large Asian economy and Asia in general with a broad regional and global perspective	30%			✓
4.	Develop communication, presentation, teamwork and leadership skills related to business and management in Asia.	20%		✓	
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4		
Lectures	Provide students the essential knowledge about business environment, culture and management practices that are important to doing business in Asia, as well as the specifics of each of the major economies in the region. During the lectures, students are expected to actively participate by responding to questions, ask relevant questions, and proactive in sharing their perspectives on the topics or cases discussed in class.	✓	✓	✓			
Case analysis and class participation	Students will analyse, discuss and present recommendation on case studies based on teaching cases or business articles. Case studies are used to train students to critically analyse and understand the business environment and management practices in specific large Asian		✓	✓	✓		

	economy and the region in general							
Project	Students will gain an in-depth understanding of a large Asian economy and a corporation (domestic/foreign) in Asia through team work, facilitation of case studies, presentation or other format.		✓	✓	✓			

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Individual report	✓	✓	✓				25%	
Case analysis and class participation		✓	✓	✓			25%	
Team projects and reports	✓	✓	✓	✓			50%	The analysis and findings will be presented orally and/or submitted in written report.
Examination: 0% (duration: Hours, if applicable)								
							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Individual report	As in B, but effectiveness of communication impresses with high degree of originality and persuasiveness	Demonstrates understanding of principles of doing business in Asia, with good ability to apply the principles in the report writing effectively or persuasively. Able to apply multiple arguments or persuasive techniques to communicate the desired message both verbally and in written format	Demonstrates understanding of principles of doing business in Asia, but only adequate ability to apply the principles in the report effectively or persuasively.	Demonstrates understanding of principles of doing business in Asia at a minimally acceptable way. The report contains points which are relevant and accurate, but fail to apply key principles.	Lack the understanding of principles of doing business in Asia, and fail to apply the principles in the report.
2. Case analysis and class participation	Strong evidence of original thinking, ability to propose implementable solutions, and recommendations; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge of doing business in Asia	Evidence of grasp of the subject, some evidence of critical capacity and analytical ability conducing to innovative application of theoretical concepts to solve problems; demonstrate the understanding of	Evidence of understanding of the subject; ability to analyse the case; able to develop solutions to problems in the material but with little innovative application.	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature and examples.

		related business issues of doing business in Asia; evidence of familiarity with literature.			
3. Team project and report	As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory, conducive to creative views. Generalize relevant principles, models or practices to new and unfamiliar real-life contexts creatively. Demonstrate the ability to present key concepts and recommendations clearly and confidently.	The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content to practice. Solutions or recommendations well justified, often innovatively. Demonstrate the ability to make stand up presentation at ease.	The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations. Demonstrate adequate communication and presentation skills.	Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Weak analysis of the case and background, inadequate coverage, no originality, weak justification of solutions or recommendations.	Little evidence of familiarity with the case and project. Making irrelevant analysis and recommendations.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Strategic management development in global markets, contemporary business issues of doing business in Asia, entering Asia markets

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	
2.	
3.	
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Asia Pacific Management Review (Elsevier Taiwan LLC)
2.	Managing the Chinese way, Nandani Lynton, McKinsey Quarterly July 2013
3.	
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