



浙江大學

BUSM908
Asian Business

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Asian Business

Instructor Contact Details

Lecturer-in-charge: TBA

Email: wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Times: to be announced, and by appointment

Teaching Times and Locations

The Time and Location: TBA, Huajiachi Campus, Zhejiang University

Lecture sessions include lectures, seminars, field trip(s) as well as in-class activities.

Academic Level

Postgraduate

Units of Credit

The course is worth 6 units of credit

Contact Hours

The course contains a total of 53 contact hours, which consists of an orientation meeting, 13 lecturing seminars, a revision day, a field trip and a final exam. Each seminar is 180 minutes in length, while the field trip is 300 minutes and the final exam costs 120 minutes. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long Australian university course.

Course Description:

This course investigates the economies and financial situations of East and South-East Asia and analyses the commercial institutions which make up a large proportion of the total international 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.

The difference of management styles and practices, marketing strategies, and managing professional relationships with colleagues as well as clients will be discussed in this course. It also explores the economic plights experienced by region in the recent years, and the problems and opportunities likely to be encountered to come. Students will be required to apply the knowledge and skills learnt to solve different business issues common in the Asian business environment and do a research of the economic developments in Asian.

Prerequisite:

N/A. The course is open for students from all academic disciplines.

Learning Resources

Hill, C., Cronk, T., & Wickramasekera, R. (2016). Global Business Today. Asia-Pacific Edition. 4rd Edition. McGraw-Hill.

Reading materials:

The Asian Miracle: An Overview: Thsif, Shahid, 2001.

The East Asian Miracle at the Millennium, Stiglitz J. and S. Yusuf (eds),

Rethinking the East Asian Miracle, World Bank: 1-54. Ito, Takatoshi, 2001.

Growth, Crisis and the Future of Economic Recovery in East Asia, Stiglitz J. and S. Yusuf (eds)

Rethinking the East Asian Miracle, World Bank: 55-94.

Learning Objectives

By the end of this course you should be able to:

- Compare the key business institutions of the economies of East and Southeast Asia.
- Study and explain the development strategy and growth path that created these economic and business institutions.
- Analyse the economic plights experienced by region in the last few decades and explain the opportunities likely to be encountered in decades to come.
- Provide creative solutions to issues common in the Asian business environment through application of business characteristics unique to the Asian region.

Course Delivery:

The following course will be taught in English and it will comprise of lectures, tutorials, projects, presentations and group activities. In addition to these, there will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. The course will be delivered within 13 sessions, with each session totaling 3 hours-inclusive of both the lecture and tutorial. These sessions will be running during weekdays, Monday to Friday. Students are expected to engage in class discussions and work cooperatively during group work.

Topics and Course Schedule:

Topic	Activities
Orientation	
Introduction and Background The Asian Miracle: An Overview	Lecture; Tutorial
Japan Japan 's Success Story	Lecture; Tutorial
Great Chinese Transformation Impact and Significance of State-Owned	Lecture; Tutorial

Enterprise Restructuring in China.	
Strategies for Foreign Firms in China From foreign investors to strategic insiders: Shifting parameters, prescriptions and paradigms for MNCs in China.	Lecture; Tutorial
Strategies Chinese Private Firms Outward investment by Chinese MNCs: Motivations and implications.	Lecture; Tutorial
Seminar	
Strategies for Overseas Chinese Firms Change and Continuity in Southeast Asian Ethnic Chinese Businesses.	Lecture; Tutorial
The Asian Economy The economies of East and South-East Asia Key economic institutions in the Asian region Global value chains and role of FDI in Asian	Lecture; Tutorial
Midterm exam	
South Korea, Taiwan and Southeast Asia Japan's Lost Decades ,South Korean Model of Growth	Lecture; Tutorial
Origins of the crisis Economic plights experienced by the Asian region in the last few decades	Lecture; Tutorial
Opportunities Identifying the new opportunities for corporations in Asia Institutional voids, market failures and latecomer firms Class discussion of case and reading	Lecture; Tutorial

'Institutional voids: black holes or opportunities?'	
Ethics and Social Responsibility Where does social responsibility fit in the Asia's business context.	Lecture; Tutorial
Wrap up: Asia in the current context Class discussion of case and reading 'Battle for digital supremacy'	Lecture; Tutorial
Disruptive innovations for emerging markets Industrial policy and strategy Class discussion of case and reading 'Entrepreneurial growth companies in Asia'	Lecture; Tutorial
Revision	
Final exam	

Assessments:

Class participation	10%
Quiz	10%
Research and case study	10%
Individual Report	20%
Final Exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate

All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically strong

All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas

Work is well-written and stylistically sound, with a minimum of syntactical errors

All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas

Work is adequately written, with some syntactical errors

Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas

Written style inappropriate to task; major problems with expression

Most criteria not clearly or adequately addressed

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - Expulsion;

- Suspension;
- Zero mark/fail grade;
- Marking down;
- Re-doing/re-submitting of assignments or reports; and
- Verbal or written warning.