



浙江大學

**BUSM508**  
**Asian Business**

# **BUSM508**

## **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**

Undergraduate

### **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:**

The unprecedented growth of Asian economies has made it increasingly important for graduates to have solid understanding of how business is conducted in Asia. This course 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.

### **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. 4th Edition. McGraw-Hill.

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

### **Learning Objectives**

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

- Develop an understanding of the Asian business environment.
- Identify the key business institutions of the economies of East and Southeast Asia.

- Explain the development strategy and growth path that created these economic and business institutions.
- Outline 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:**

<b>Topic</b>	<b>Activities</b>
<b>Orientation</b>	
<b>Introduction Introduction to the Asian Business environment Globalization, nation-states, and competitiveness in Asia</b>	Lecture; Tutorial
<b>The Asian Economy The economies of East and South-East Asia Key economic institutions in the Asian region</b>	Lecture; Tutorial

<b>Global value chains and role of FDI in Asian</b>	
<b>Transformation of Chinese economy: The state-owned enterprises, In The Future of Chinese Capitalism: Choices and Chances.</b>	Lecture; Tutorial
<b>Strategies for Foreign Firms in China Why Have Some Transnational Corporations Failed in China? Business-state Clientalism in China: Decline or Evolution?</b>	Lecture; Tutorial
<b>Strategies Chinese Private Firms Political Connections, financing and firm performance: Evidence from Chinese private firms.</b>	Lecture; Tutorial
<b>Seminar</b>	
<b>Strategies for Overseas Chinese Firms Change and Continuity in Southeast Asian Ethnic Chinese Businesses.</b>	Lecture; Tutorial
<b>Recent Changes in the Japanese Business System The recovery of the economy and rise to greatness Class discussion of case and reading 'Eight conglomerates in Japanese industry'</b>	Lecture; Tutorial
<b>Midterm exam</b>	
<b>Korea</b>	Lecture; Tutorial

<b>Cultural influences in the management system</b> <b>Class discussion of case and reading 'Why S. Korea is biggest investor in research?'</b>	
<b>Origins of the crisis</b> <b>Economic plights experienced by the Asian region in the last few decades</b>	Lecture; Tutorial
<b>Opportunities</b> <b>Identifying the new opportunities for corporations in Asia</b> <b>Institutional voids, market failures and latecomer firms</b> <b>Class discussion of case and reading Institutional voids: black holes or opportunities?</b>	Lecture; Tutorial
<b>Ethics and Social Responsibility</b> <b>Where does social responsibility fit in the Asia's business context.</b>	Lecture; Tutorial
<b>Wrap up: Asia in the current context</b> <b>Class discussion of case and reading 'Battle for digital supremacy'</b>	Lecture; Tutorial
<b>Disruptive innovations for emerging markets</b> <b>Industrial policy and strategy</b> <b>Class discussion of case and reading 'Entrepreneurial growth companies in Asia'</b>	Lecture; Tutorial
<b>Revision</b>	
<b>Final exam</b>	

**Assessments:**

Class participation	10%
Quiz	20%

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.