



浙江大學

BUSM508

Asian Business

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Instructor contact details

Lecturer-in-charge: TBA

Email: TBA or send general enquiries to wlwyxy_29@zju.edu.cn

Office location: TBA

Consultation Times: to be announced, and by appointment

Teaching Times and Locations

The Time and Location: TBA , Zhejiang University Huajiachi Campus

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

Units of Credit

The course is worth 6 units of credit, with total of 40 teaching hours.

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 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.

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 course will be taught in English through lectures, seminars, field trips, group activities and presentations. 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 sessions will be running during the weekdays, Monday to Friday. The course will be at a total of 40 hours.

Topics and Course Schedule

Topic	Activities
Introduction Introduction to the Asian Business environment	Lecture; In class activities
The Asian Economy The economies of East and South-East Asia Key economic institutions in the Asian region	Lecture; Case Studies; In class activities
People's Republic of China Emergence of a new and leading economy	Lecture; Case Studies; In class activities
Competition and success in China Key strategies employed for business success and mistakes by foreign competitors in China	Lecture; Case Studies; Quiz
Japan The recovery of the economy and rise to greatness	Lecture; Case Studies; In class activities
Singapore Historical beginnings of a trade oriented economy: Trade, investment and exchanges.	Lecture; Case Studies; In class activities
Korea Cultural influences in the management system	Lecture; Case Studies; Individual report
Origins of the crisis Economic plights experienced by the Asian region in the last few decades	Lecture; Case Studies; In class activities
Opportunities Identifying the new opportunities for corporations in Asia	Lecture; Case Studies; In class activities
Ethics and Social Responsibility Where does social responsibility fit in the Asia's business context.	Lecture; Case Studies; In class activities
Application of strategies Identifying resolutions to common plights when doing business in different Asian countries	Lecture; Case Studies; Final Exam

Assessments:

Assessments in this course include:

Class participation (individual)	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

Demonstration of comprehensive understanding and analysis of learning materials. Work is written with sophistication and eloquence with inclusion of appropriate referencing, clarity, and some creativity where appropriate.

Distinction 75-84

Satisfies most criterias set out in HD. Forms an advanced understanding and analysis of learning materials. Work is well-written with high competence and includes appropriate referencing.

Credit 65-74

Presents a good understanding of ideas and concepts with the ability to articulate them well and soundly with a minimum errors.

Pass 50-64

Has a satisfactory understanding of ideas which are adequately written and presented.

Fail 0-49

Inability to comprehend ideas and concepts or address them.

Written style inappropriate to the assessments and student clearly has difficulties with expression.

Academic Integrity

Students are expected to uphold the university's academic 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 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:
 - o Expulsion;
 - o Suspension;
 - o Zero mark/fail grade;
 - o Marking down;
 - o Re-doing/re-submitting of assignments or reports; and
 - o Verbal or written warning.