



浙江大學

**BUSM908**  
**Asian Business**

## **BUSM908**

### **Asian Business**

#### Instructor Contact Details

Lecturer-in-charge: Xiaolei Kong  
Email: kongxiaolei@163.com, wlwyxy\_29@zju.edu.cn  
Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China  
Consultation Time: Book appointment by sending email to: wlwyxy\_29@zju.edu.cn

#### Teaching Times, Modes and Locations

Course Duration: 21 Dec 2025 to 09 Jan 2026  
Modes: Face-to-face  
Location: Huajiachi Campus, Zhejiang University via face-to-face

#### Academic Level

Postgraduate

#### Credit Points:

The course is worth 6 units of credit point.

#### Credit Hours

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

#### Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

#### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### Course Description:

This course investigates the recent economies and social situations of East and South- East Asia and analyses the role of the business sector. It covers the development countries and regions of selected Asian economies and the stages, causes and consequences of economic growth.

The difference of management styles and practices, business growth, marketing strategies, development processes and great effect to the economy from their policy reforms will be also explored, while 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 research of the economic developments in Asian.

### Prerequisite:

N/A

### Learning Resources

- Hill, C., Cronk, T., & Wickramasekera, R., Global Business Today. Asia-Pacific Edition. 4th Edition. McGraw-Hill, 2016
- Reading materials:
  - The Asian Miracle: An Overview: Thsitt, Shahid, 2001.
  - The East Asian Miracle at the Millennium, Stiglitz J. and S. Yusuf

### Learning Objectives

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

- Learn basic concepts of economic analysis to the Asian Economies.
- Study the trends of nowadays emerging business and the economies of East and Southeast Asia.
- Describe and explain the characteristics of business environment and development strategy of Asian economies.
- Analyze the role and effect from government and economic plights experienced by region in the last few decades.
- Understand the role and trends from market which acts as an allocator of resources and engines of development in Asian.

- Provide evaluation of the dynamics of economic growth and changes, interpret creative solutions to issues common in the Asian business environment through application of business characteristics unique to the Asian region.

#### Course Delivery:

□ Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

#### Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction and Background The Asian Miracle: An Overview: Basic Concepts of economic analysis	Lecture; Tutorial
1	Japan, India, Singapore, Malaysia, Taiwan, Hongkong, Macao Success and development	Lecture; Tutorial
1	Great Chinese Transformation Impact and Significance of State- Owned Enterprise Restructuring in China Trends of development	Lecture; Tutorial
1	Strategies for Foreign Firms in China From foreign investors to strategic insiders: Shifting parameters, prescriptions, and paradigms for MNCs in China.	Lecture; Tutorial
1	Strategies Chinese Private Firms Outward investment by Chinese MNCs: Motivations and implications.	Lecture; Tutorial
1	Seminar	
2	Strategies for Overseas Chinese Firms Change and	Lecture; Tutorial

	Continuity in Southeast Asian, Ethnic Chinese Businesses.	
2	The characteristics of Asian Economic environment 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
2	Quiz	Close book
2	South Korea and Southeast Asia the role of government	Lecture; Tutorial
2	Origins of the crisis, market as allocators of resources and engines	Lecture; Tutorial
2	Economic plights experienced by the Asian region in the last few decades	Lecture
3	Opportunities and changes Identifying the new opportunities for corporations in Asia. Institutional voids, market failures and latecomer firms Class discussion of case and reading 'Institutional voids: black holes or opportunities?'	Lecture; Tutorial
3	Ethics and Social Responsibility Where does social responsibility fit in the Asia's business context.	Lecture; Tutorial
3	Asia in the current context and dynamics of growth Class discussion of case and reading 'Battle for digital supremacy'	Lecture; Tutorial
3	Disruptive innovations for emerging markets Industrial policy and strategy Class discussion of case and reading 'Entrepreneurial growth companies in Asia'	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Closed book

### Assessments:

Class participation	15%
Quiz	15%
Assignments	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 programs 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.