



浙江大學

**BUSM908**  
**Asian Business**

# **BUSM908**

## **Asian Business**

### **Instructor Contact Details**

Lecturer-in-charge: TBA

Email: wlwyxy\_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Time: to be announced, and by appointment

### **Teaching Times, Modes and Locations**

The Time: TBA

Modes: Online/Face-to-face

Location: Anywhere via online/Huajiachi Campus, Zhejiang University via face-to-face

### **Academic Level**

Postgraduate

### **Units of Credit**

The course is worth 6 units of credit

### **Credit Hours**

The number of credit hours of this course equals to the credits of a standard semester-long Australian university 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 and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### **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 a research of the economic developments in Asian.

### **Prerequisite:**

N/A

### **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)

### **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.

- Analyse 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:**

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.
- 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 others sessions will be run during weekdays.

**Topics and Course Schedule:**

Topic	Activities
Orientation	
Introduction and Background The Asian Miracle: An Overview Basic Concepts of economic analysis	Lecture; Tutorial

<b>Japan, India, Singapore, Malaysia, Taiwan, Hongkong, Macao Success and development</b>	Lecture; Tutorial
<b>Great Chinese Transformation Impact and Significance of State-Owned Enterprise Restructuring in China Trends of development</b>	Lecture; Tutorial
<b>Strategies for Foreign Firms in China From foreign investors to strategic insiders: Shifting parameters, prescriptions and paradigms for MNCs in China.</b>	Lecture; Tutorial
<b>Strategies Chinese Private Firms Outward investment by Chinese MNCs: Motivations and implications.</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>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</b>	Lecture; Tutorial
<b>Seminar</b>	
<b>South Korea and Southeast Asia The role of government</b>	Lecture; Tutorial
<b>Origins of the crisis, market as allocators of resources and engines</b>	Lecture; Tutorial

<b>Economic plights experienced by the Asian region in the last few decades</b>	
<b>Opportunities and changes</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</b> <b>'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>Asia in the current context and dynamics of growth</b> <b>Class discussion of case and reading</b> <b>'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</b> <b>'Entrepreneurial growth companies in Asia'</b>	Lecture; Tutorial
<b>Revision</b>	
<b>Final exam</b>	

**Assessments:**

Class participation	15%
Research and case study	15%
Research and Case study	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.

