

MGT6324: DOING BUSINESS IN ASIA

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Doing Business in Asia

Subject Code

MGT - Management

Course Number

6324

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course offers a comprehensive overview of culture and management practices of doing business in East and Southeast Asian economies, including India and selected Arab Emirates whose business activities are closely linked with those of

East and Southeast Asia. The course is broadly divided into two parts. The first part provides a comprehensive overview of the macro business environment of the major Asian economies, including the politics economy, social, technological environmental and legal aspects that affect business and management practices in each country. Such overview provides students with a solid and fundamental framework to comprehend the key macro factors that affect how business strategy is being formulated and implemented in those economies. The second part of the course focuses on some key business practices, industries and prominent corporations in the region. Corporation and country specific reviews will culminate with teams involving in the comprehensive analysis and presentation of the strategy, business model and operations of selected Asian based corporations both domestic and foreign. By critically examining the unique macro factors, business and management practices characterized those industries, corporations and countries, students will gain an in-depth understanding of how to do business in Asia with a broad regional and global perspective. In addition to team work, individual students will develop and present a discussion paper on specific business practices and operations of a selected global company in the context of a chosen country within the region to further develop expertise on building a successful global company in Asia.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Apply a framework of tools to analyse and gain an understanding of the business environment, culture and management practices that are important to doing business in Asia as well as the specifics of each of the major economies in the region.	20	x		
2	Discuss with many of the major industries and corporations in the region, both domestic and international, to critically evaluate the macro environmental factors and internal resources affecting the business strategy development, as well as understand the challenges and possible solutions of implementing the business strategy in specific countries and Asia in general	30		x	
3	Apply an in-depth understanding and working level competencies to conduct necessary business practices and operations in a specific large Asian economy and Asia in general with a broad regional and global perspective	30			x
4	Design communication presentation, teamwork and leadership skills related to business and management in Asia.	20		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will gain the essential knowledge about business environment, culture and management practices that are important to doing business in Asia as well as the specifics of each of the major economies in the region. During the lectures, students are expected to actively participate by responding to questions, asking relevant questions, and proactive in sharing their perspectives on the topics or cases discussed in class.	1, 2, 3	
2	Peer Discussion	Students will analyse and answer questions based on lectures and case discussion. Quizzes are used to train students to critically analyse and understand the business environment and management practices in specific large Asian economy and the region in general	2, 3, 4	
3	Project	Students will gain an in-depth understanding of a large Asian economy and a corporation (domestic/foreign) in Asia through team work, facilitation of case studies, presentation or other format.	2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Individual report	1, 2, 3	25	-	No
2	Quizzes and In-class discussion	2, 3, 4	25	-	No

3	Team projects and reports The analysis and findings will be presented orally and/or submitted in written report.	1, 2, 3, 4	50	-	No
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Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Individual report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) As in B, but effectiveness of communication impresses with high degree of originality and persuasiveness

Good

(B+, B, B-) Demonstrates understanding of principles of doing business in Asia, with good ability to apply the principles in the report writing effectively or persuasively. Able to apply multiple arguments or persuasive techniques to communicate the desired message both verbally and in written format

Fair

(C+, C, C-) Demonstrates understanding of principles of doing business in Asia, but only adequate ability to apply the principles in the report effectively or persuasively.

Marginal

(D) Demonstrates understanding of principles of doing business in Asia at a minimally acceptable way. The report contains points which are relevant and accurate, but fail to apply key principles.

Failure

(F) Lack the understanding of principles of doing business in Asia, and fail to apply the principles in the report.

Assessment Task

Quizzes and In-class discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking, ability to propose implementable solutions, and recommendations; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge of doing business in Asia

Good

(B+, B, B-) Evidence of grasp of the subject, some evidence of critical capacity and analytical ability conducing to innovative application of theoretical concepts to solve problems; demonstrate the understanding of related business issues of doing business in Asia; evidence of familiarity with literature.

Fair

(C+, C, C-) Evidence of understanding of the subject; ability to analyse the questions; able to develop solutions to problems in the material but with little innovative application.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature and examples.

Assessment Task

Team project and report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory, conducive to creative views. Generalize relevant principles, models or practices to new and unfamiliar real-life contexts creatively. Demonstrate the ability to present key concepts and recommendations clearly and confidently.

Good

(B+, B, B-) The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content to practice. Solutions or recommendations well justified, often innovatively. Demonstrate the ability to make stand up presentation at ease.

Fair

(C+, C, C-) The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations. Demonstrate adequate communication and presentation skills.

Marginal

(D) Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Weak analysis of the case and background, inadequate coverage, no originality, weak justification of solutions or recommendations.

Failure

(F) Little evidence of familiarity with the case and project. Making irrelevant analysis and recommendations.

Assessment Task

Individual report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) As in B, but effectiveness of communication impresses with high degree of originality and persuasiveness

Good

(B+, B) Demonstrates understanding of principles of doing business in Asia, with good ability to apply the principles in the report writing effectively or persuasively. Able to apply multiple arguments or persuasive techniques to communicate the desired message both verbally and in written format

Marginal

(B-, C+, C) Demonstrates understanding of principles of doing business in Asia, but only adequate ability to apply the principles in the report effectively or persuasively.

Failure

(F) Lack the understanding of principles of doing business in Asia, and fail to apply the principles in the report.

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature and examples.

Assessment Task

Quizzes and In-class discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking, ability to propose implementable solutions, and recommendations; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge of doing business in Asia

Good

(B+, B) Evidence of grasp of the subject, some evidence of critical capacity and analytical ability conducing to innovative application of theoretical concepts to solve problems; demonstrate the understanding of related business issues of doing business in Asia; evidence of familiarity with literature.

Marginal

(B-, C+, C) Evidence of understanding of the subject; ability to analyse the questions; able to develop solutions to problems in the material but with little innovative application.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature and examples.

Assessment Task

Team project and report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory, conducive to creative views. Generalize relevant principles, models or practices to new and unfamiliar real-life contexts creatively. Demonstrate the ability to present key concepts and recommendations clearly and confidently.

Good

(B+, B) The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content to practice. Solutions or recommendations well justified, often innovatively. Demonstrate the ability to make stand up presentation at ease.

Marginal

(B-, C+, C) The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations. Demonstrate adequate communication and presentation skills.

Failure

(F) Little evidence of familiarity with the case and project. Making irrelevant analysis and recommendations.

Part III Other Information

Keyword Syllabus

Strategic management development in global markets, contemporary business issues of doing business in Asia, entering Asia markets

Reading List

Compulsory Readings

Title	
1	Reference books will be announced in class.

Additional Readings

Title	
1	Additional required readings will be announced in class.