MGT4312: LAUNCHING BUSINESS IN ASIA PACIFIC

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Launching Business in Asia Pacific

Subject Code
MGT - Management
Course Number
4312

Academic Unit
Management (MGT)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
MGT4227 International Business

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
MGT4302 Doing Business in East Asia AND
MGT4303 Doing Business in Southeast Asia and Oceania

Part II Course Details

Abstract

The goal of this course is to offer students a comprehensive overview of the macro environment of the major Asia Pacific economies. The course offers challenges and opportunities that are unique in the dynamic institutional context of Asia. It also offers insights into the strategies and organizational structures of companies from Asia Pacific, and the internationalization and growing global competitiveness of firms from this region.

Through the in-depth understanding of the macro environment and the unique business and management practices, the course covers the perspective of companies seeking to expand their operations in the Asian region, including the role of foreign direct investment, competitive strategies, and the comparative aspects of developing and managing global and domestic enterprises across the region. Through a holistic perspective of the key trends in the Asia-Pacific region and the governance, economic and societal frameworks, students would able to effectively formulate strategies for their organisations to operate across the dynamic Asia Pacific region.

The course will also look at the culture and unique management styles of the Overseas Chinese who play a very vital part in the economic development of countries in Asia Pacific. In addition to broad knowledge of the region, assignments and/or projects will give students opportunities to further develop expertise in a selected country of his/her choice.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the business environment of Asia Pacific in general, as well as that of each of the major economies in the region.	35	x		
2	Become familiar with business practices of major industries and firms in the region, as well as to critically evaluate the relevant opportunities and challenges of conducting or launching business in the region.	35		x	
3	Gain a working level of competence for engaging in international business or entrepreneurial activities within the region and with business people from the region.	20			x
4	Develop communication and interpersonal skills related to business and management in the region.	10		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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Learning through lectures and assigned readings	Instructor will present challenges faced by businesses in different economic and cultural contexts During lectures, students will learn the knowledge about doing business in Asia Pacific. Students are expected to actively participate in-class activities and classwork.	1	About 12-18 class contact hours could be taken place in the overseas study tour depending on the length of the study tour.
2	Group discussions	Students are expected to actively participate in group discussions by responding to questions and by sharing their perspectives on the topics or cases discussed in class.	1, 2, 3	
3	Business case study	Case studies based on teaching cases or newspaper/magazine articles are used to train students to critically understand business and management practices in the region.	3, 4	
4	Business expansion plan	Student teams write a proposal that helps local company to set up a new venture within Asia Pacific region.	2, 3, 4	
5	Strategic country analysis	Students will analyze a country, an industry, or a firm (domestic/foreign) in Asia Pacific through case studies or other format. The purpose is to develop additional expertise in a country, an industry in a country, or a firm in a country within Asia Pacific in which each student is especially interested.	2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class activities: Involvement in weekly class discussions, classworks and activities.	2	30	
2	Individual case write-up: To facilitate the use of the case method, student is required to prepare a write-up of cases designated by the lecturer.	2	20	
3	Strategic analysis paper: Students are required to critically assess the competitive and functional strategies used by both indigenous and western firms in the Asia Pacific region.	3	20	
4	Group Project: Presentation and paper Students work with team members to identify a new market opportunity for a local firm to expand its business in Asia Pacific region. Groups are expected to deliver a business proposal with both oral and written report.	2, 3	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

1. In-class activities

Criterion

1.1 Ability to identify key issues for business in Asia Pacific region and its' impacts on shaping business strategies and decision making.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. Central issues are not defined appropriately or completely and/or misunderstanding of the issues.

Assessment Task
1. In-class activities

Criterion
1.2 Ability to evaluate critically the applications and limitations of international business theories and concepts.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. Incomplete evaluation with applications and limitations are not adequately explored.

Assessment Task
1. In-class activities

Criterion
1.3 Ability to attend class on-time, prepare well, learn and contribute as an active learner and a productive team player in class activities.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)

Inability to achieve marginal pass level. Student fails to attend class the majority of the time, and/or very inactive learner & contributor with minimal preparation, and/or displays uncooperative or disruptive behaviour in class.

Assessment Task

2. Individual case write-up / Strategic analysis paper

Criterion

2.1 Ability to organize and synthesize with superior grasp of the subject matter with strong evidence of extensive knowledge base and original thinking.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of the literature.

Assessment Task

2. Individual case write-up / Strategic analysis paper

Criterion

2.2 Ability to answer the specific central question that was asked and maintains focus with in-depth applications of models & concepts learnt.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. Does not answer the specific central question and/or with minimal evidence of applications of concepts learnt.

Assessment Task

2. Individual case write-up / Strategic analysis paper

Criterion

2.3 Ability to present all information clearly and concisely and in an organized manner with mastery of academic terminologies and English writing proficiency.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. The work lacks any recognizable organization and/or contains enough distracting grammatical/syntax error to make it substantially incomprehensible.

Assessment Task

2. Individual case write-up / Strategic analysis paper

Criterion

2.4 Ability to offer well-grounded arguments with valid, relevant additional research conducted from an extensive variety of reputable business and academic sources

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. Arguments offered are mostly unconvincing and/or with incomprehensive summary.

Assessment Task

2. Individual case write-up / Strategic analysis paper

Criterion

2.5 Ability to offer original works with mastery of academic terminologies and English writing proficiency.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. The submitted work contains substantial plagiarized content from other sources and/or points are directly copied from case notes, textbooks or other sources. Substantial content of work is not original works of students (including direct copy-and-paste from translation software). The work is incomprehensible with numerous amount of distracting grammatical and syntax errors in English writing.

Assessment Task
3. Group project and presentations (for written project: 3.1-3.5)

Criterion
3.1 Ability to critically examine critical issues and its contemporary relevance in the business expansion plan.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. The submitted work demonstrates Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of the literature.

Assessment Task
3. Group project and presentations (for written project: 3.1-3.5)

Criterion
3.2 Ability to integration of models and conceptual frameworks into analysis and recommendations.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. There is serious lack of relevant application of concepts learnt from this course.

Assessment Task
3. Group project and presentations (for written project: 3.1-3.5)

Criterion
3.3 Ability to offer well-grounded arguments with valid, relevant additional research conducted from an extensive variety of reputable business and academic sources.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. Arguments offered are mostly unconvincing and/or with incomprehensive summary.

Assessment Task
3. Group project and presentations (for written project: 3.1-3.5)

Criterion
3.4 Ability to master the required style of referencing in both in-text citations and reference list.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)

Inability to achieve marginal pass level. The report includes minimal / no in-text citations and/or a reference list or the report follows a referencing style that does not comply with the required format.

Assessment Task

3. Group project and presentations (for written project: 3.1-3.5)

Criterion

3.5 Ability to offer original works with mastery of academic terminologies and English writing proficiency.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. The submitted work contains substantial plagiarized content from other sources and/or points are directly copied from case notes, textbooks or other sources. Substantial content of work is not original works of students (including direct copy-and-paste from translation software). The work is incomprehensible with numerous amount of distracting grammatical and syntax errors in English writing.

Assessment Task

3. Group project and presentations (for group presentation:3.6-3.9)

Criterion

3.6 Ability to introduce, organize and develop the topic interestingly and effectively in presentation.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. Presentation is disorganized or incomplete or unable to meet the minimal requirements (in terms of content and/or referencing) and/or with poor time management.

Assessment Task

3. Group project and presentations (for group presentation:3.6-3.9)

Criterion

3.7 Ability to engage and involve audience with interesting and originality approach.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. Student is reading text instead of presenting; poor presentation skills including lack of eye-contact with audience.

Assessment Task

3. Group project and presentations (for group presentation:3.6-3.9)

Criterion

3.8 Ability to deliver fluent and expressive presentation with appropriate level of voice, clarity and pace.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Inability to achieve marginal pass level. The presentation is incomprehensible with substantial amount of distracting grammatical and syntax errors in verbal English.

Assessment Task

3. Group project and presentations (for group presentation:3.6-3.9)

Criterion

3.9 Ability to design professional outlook of presentation materials mastery of visual aids and right balance of information and graphics.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Inability to achieve marginal pass level. There is minimal use of effective visual aids.

Part III Other Information

Keyword Syllabus

International business, globalisation, Asian business systems; culture, entering foreign markets, entrepreneurship, Asia Pacific

Reading List

Compulsory Readings

	Title
1	Ellet, W. (2018). The Case Study Handbook, Revised Edition: A Student’s Guide. Harvard Business Publishing (product ID 10208-PDF-ENG)
2	Cases to be assigned by lecturer.
3	Peng, M. (2019) Global Business

Additional Readings

	Title
1	Country’s official websites
2	Wild & Wild (2019) International Business: The challenges of globalization 9th Edition. Pearson Publishing
3	Asia Pacific Business Review (academic journal)