

MGT4302: DOING BUSINESS IN EAST ASIA

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Doing Business in East Asia

Subject Code

MGT - Management

Course Number

4302

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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course offers an overview of doing business in East Asia. The course is broadly divided into two parts. The first part of the course provides a comprehensive overview of the macro environment of the major East Asian economies, including

the economy, polity, history and culture, that affect business and management practices in each country. By introducing the salient features of each country's macro environment, such overview provides students with a firm basis to comprehend the key environmental factors that affect how business is conducted in those economies. The second part of the course focuses on some important industries and prominent firms, both domestic and foreign, in those economies. The emphasis is on the associated business opportunities and challenges facing those industries and firms. By critically examining the unique business and management practices characterized those industries and firms, students will gain an in-depth understanding of how to do business in East Asia. In addition to broad knowledge of the region, assignments and/or projects will give students opportunities to further develop expertise in a select country of his/her choice.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Describe the business environment of East Asia in general, as well as that of each of the major economies in the region.	35	x		
2	Describe the major industries and firms in the region, as well as to critically evaluate the relevant opportunities and challenges of conducting business in the region.	35		x	
3	Evaluate international business activities within the region.	20			x
4	Demonstrate 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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in knowledge about doing business in East Asia. During the lectures, students are expected to actively participate by responding to questions and by sharing their perspectives on the topics or cases discussed in class.	2, 3	

2	Drill and Practices	With the use of case studies based on teaching cases or newspaper/ magazine articles, students will reflect on the critically business and management practices in the region.	3, 4	
3	Peer Discussion	Students will analyze a country, an industry, or a firm (domestic/foreign) in East Asia 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 East Asia in which each student is especially interested.	2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Case analysis and class participation	2, 3, 4	20	-	No
2	Project	1, 2, 3, 4	30	The analysis will be presented orally and/or submitted in written report.	No

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Exam, class participation

Excellent (A+, A, A-)

Strong evidence of original thinking conducive to applying theoretical concepts to coin creative recommendations/ solutions; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability conducting to innovative application of theoretical concepts to solve problems; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

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.

Assessment Task

Assessing and Grading Term – Assignments (Cases/Projects)

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. Generalizes relevant principles, models or practices to new and unfamiliar real-life contexts creatively.

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

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.

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. Poor coverage, no originality, weak justification of solutions or recommendations.

Part III Other Information

Keyword Syllabus

Nil

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil