

MGT4303: DOING BUSINESS IN SOUTHEAST ASIA AND OCEANIA

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Doing Business in Southeast Asia and Oceania

Subject Code

MGT - Management

Course Number

4303

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 two regions of Southeast Asia and Oceania. The region of Southeast Asia for this course shall include Brunei, Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. The region of Oceania shall focus mainly on Australia and New Zealand. 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 economies in Southeast Asia and Oceania, 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 Southeast Asia and Oceania. 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 key international business theories and concepts. With these knowledge students are able to analyse the business environments of Southeast Asia and Oceania as well as that of each of the major economies in the two regions.	35	x		
2	Describe the major industries and firms as well as to critically evaluate the relevant opportunities and challenges of conducting business in the countries of the two regions.	35		x	
3	Analyze international business activities within the two regions.	20			x
4	Demonstrate communication and interpersonal skills related to business and management in the two regions.	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 lectures on key theories and concepts on international business and highlight demographics, economic, political and other macro environment profiles of selected countries in Southeast Asia and Oceania. Student' s mastery on such knowledge will be tested in mid-term quiz.	1, 2, 3	
2	Case analysis and class participation	With the use of case studies, students will critically reflect on business and management practices in the two regions.	3, 4	
3	Project	With the use of a country-based business venture project, students will analyse a company or industry of a country in either region. Students will be required to apply relevant theories and concepts, proper research methods, analytical and problem solving skills to complete the entire project process.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Country-based analysis and presentation	2, 3, 4	25	Cases are based on teaching cases and/or articles from newspapers and magazines.	No
2	Mid-term quiz	1, 2	20	Quiz for testing individual student' s understanding of theories and concepts taught in the course.	No

3	Class participation	1, 2, 3, 4	15	Valuable contributions to class discussions	No
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Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Project

Excellent (A+, A, A-)

Distinctive discovery spirit and with strong evidence of original thinking to probe into a country-based business project. Research, analyses and recommendations are extremely well articulated and supported with relevant theories, concepts, and proper methods.

Good (B+, B, B-)

Very good discovery spirit and with strong evidence of original thinking to probe into a country-based business project. Research, analyses and recommendations are well articulated and supported with relevant theories, concepts, and proper methods.

Fair (C+, C, C-)

Good discovery spirit and with some evidence of original thinking to probe into a country-based business project. Research, analyses and recommendations are articulated and supported with relevant theories, concepts, and proper methods.

Marginal (D)

Some discovery spirit and with little evidence of original thinking to probe into a country-based business project. Research, analyses and recommendations are not well articulated and some aspects were not supported with relevant theories, concepts, and proper methods

Failure (F)

No discovery spirit and with no evidence of original thinking to probe into a country-based business project. Research, analyses and recommendations are not articulated and not supported with relevant theories, concepts, and proper methods

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 base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability conducive 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

Case

Excellent (A+, A, A-)

Excellent analysis on the case and have effectively identified key issues embedded in the case. Excellent recommendations to address issues identified with great coherence and relevance. The entire case analysis and recommendations were supported with relevant theories and concepts.

Good (B+, B, B-)

Very good analysis on the case and have effectively identified key issues embedded in the case. Very good recommendations to address issues identified with good coherence and relevance. The entire case analysis and recommendations were supported with relevant theories and concepts.

Fair (C+, C, C-)

Good analysis on the case and have effectively identified key issues embedded in the case. Good recommendations to address issues identified with good coherence and relevance. Some case analysis and recommendations were supported with relevant theories and concepts.

Marginal (D)

Weak analysis on the case and have not adequately identified key issues embedded in the case. Recommendations to address issues identified with were not coherently developed. Case analysis and recommendations were not supported with relevant theories and concepts.

Failure (F)

Little or no evidence of familiarity with the case. Making irrelevant analysis and recommendations

Part III Other Information

Keyword Syllabus

International business, globalisation, culture, entering foreign markets

Reading List

Compulsory Readings

Title	
1	John D. Daniels (2015) International Business: Environments and Operations 15th Ed Pearson
2	uploaded articles in Canvas

Additional Readings

Title	
1	Country’ s official websites