

# **MGT 205: ASIAN BUSINESS ENVIRONMENT**

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## **MODULE RATIONALE**

Asia today houses some of the most powerful markets. Asia has experienced tremendous economic growth over the years, mainly due to the size of the markets, the resources that the different countries have to contribute, strategic locations, expanding infrastructure and affordable labour. There has been tremendous investment interest in Asia seeking opportunities available in building business in Asian countries namely China, Singapore, Malaysia, India, Hong Kong. The rapidly expanding economies continue to stimulate growth in various business sectors. Coupled with that more and more Asian originated multinationals are emerging and are becoming global players. However, the diversity of Asia is still less understood and suffers stereotyped perspectives which hinders smooth global synergies. As such this course would provide a broad and contemporary insights on these issues to facilitate better understanding by undergraduate business students towards an inevitable interaction with Asia.

## **MODULE SYNOPSIS**

How good is your geography? How much have you travelled? How much do you know about current affairs? In this subject you have a chance to gain real insights into the opportunities, challenges and potential pitfalls of doing business in the Asian Region but this will be lost on you unless you are prepared to listen and/or watch and/ or read the World news and integrate this information into what you are learning in this subject. Take the opportunity and learn!

The Countries covered in this course have been selected from the Asian region but they should not be regarded as a comprehensive list as the boundaries of Asian region are only loosely defined, and there is much contention about membership, particularly as this group is such a desirable one to be part of.

### **The module covers the following areas;**

A thematic approach to analyse economic systems, political systems and business culture in the region is used up to Topic 7 of this course. Topics 8 onwards provide detailed analyses of issues and problems in several selected countries in the region that has played pivotal role in engaging with global trade and in some circumstances have become game changers in a globalized world.

## **AIMS OF THE MODULE**

In general, students will gain insights into the diversity of Asia and how both domestic and Multinational businesses conduct themselves in this region.

Upon completion of this module, students should be able to:

- identify key economic, political and social trends in the region;

- understand the importance of business culture in conducting international business;
- undertake country analyses and identify business opportunities in selected countries;
- assess alternative strategies for managing partnerships and networks;
- evaluate the future role of ASEAN, APEC and other forms of economic cooperation; and
- analyse the economic and political roles of Australia in the region.

## **TEACHING & LEARNING**

Various forms of teaching and learning will be used depending on the nature of the topics but the main approach will be lectures and seminars.

## **CREDITS**

- 4-6 units

## **MODE OF DELIVERY**

- Lectures (3 hours)
- Tutorials (2 hours)
- 3-4 seminars on topical issues
- Field trips to selected areas which reflect the content the course, objectives & its learning outcomes
- Country visit to (Vietnam (Ho Chi Minh City) or another destination)
- Placement with selected firms or institutions

**VENUE:** ELM Business School, Room (TBC)

## **KEY TOPICS**

<b>Session</b>	<b>Topics</b>
1	The Asian business region
2	The economic environment
3 & 4	The political environment and the role of government
5	Culture and business
6	Economic cooperation in the region
7	Modes of entry into the region

8	Japan
9	South Korea
10	China
11	India
12	Vietnam
13	Malaysia

*Note: The sequence may be subject to change.*

### **SEMINAR TOPICS**

*(to be confirmed)*

<b>Seminar</b>	<b>Topics</b>
1	
2	
3	

### **ASSESSMENT**

#### **Australian/International**

- One (1) assignment (2000 words) – 40%
- Placement Report (1000 word) - 20%
- Reflective Report (1500 words) & Presentation - 40%  
(*presentation component – 10%*)

#### **Malaysian**

- Two (2) assignments of 2,000 words each with value of 30% each
- Reflective Report (1500 words) & Presentation - 40%  
(*presentation component – 10%*)

#### **Country Visit**

**Ho Chi Minh City or another Southeast Asian destination**

#### **Fieldtrips**

- 1. Brickfields, Kuala Lumpur** : Gentrification and Navigating Urban Space  
*Colonialism & ethnic enclaves; cosmopolitanism,, gentrification and contested space.*

2. **Sekinchan** (Selangor): The cultural production of space  
*Chinese community in rural Malaysia; fishing and agriculture as identity*
3. **Malacca** : Hysterically historical  
*History and identity; commodification of heritage and cultural self-invention*

### **Placements**

Students will be informed of their placements and briefed by the module leader.  
Applicable only to International students.

### **Readings**

There is no one text which covers all aspects of this module. Students are encouraged to read from a variety of sources apart from the selected readings provided. Specific references will be provided in class by the respective lecturers.

It is a good idea to supplement and update the provided materials by reading current newspapers and periodicals. Browsing through the contents pages of the journals is a great way of finding unexpected valuable angles on the issues. As with all sources you should treat items posted on the web critically. **Beware Wikipedia** ! Entries vary drastically in their reliability. **Do not use for citation.**

### **Cabin Crew**

*Mr. Ravi Varmman read Marketing & Political Science at University Sains Malaysia, Pulau Pinang. Soon after graduation he continued to carry out research at the USM in the field of marketing. Later he moved to the private sector gaining considerable experience in various industries namely pharmaceutical, retailing, management consultancy, education and training.*

*He has an MBA specializing in international marketing from University of Malaya. His research interests are, strategy development within the context of early civilizational philosophies, business ethics, sustainable development and History.*

*He has been the examiner for various bodies, including the Association of Business Executives (UK) and Chartered Institute of Marketing (UK). He has rendered his knowledge to various institutions of higher learning both at undergraduate and post-graduate, levels namely at University of Wales (UK), Victoria University of Technology (AUST), International Islamic University (MAL) and Herriot-Watt University (UK).*

*Currently he is senior lecturer at HELP University and is an associate lecturer with the Charles Sturt University.*

*An ardent traveller and has penchant for archaeology and anthropology particularly on ancient India. Currently researching on the lost continent of Lemuria a continent that linked India with Madagascar and Australia.*

*He is actively involved in social development programmes in his community.*

