



University of the
West of England

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data

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Module Title	Doing Business In Asia					
Module Code	UMSD4T-15-3		Level	3	Version	1
Owning Faculty	FBL		Field	Strategy and International Business		
Contributes towards	BA (Hons) International Business					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements			
Valid From	September 2012		Valid to			

CAP Approval Date	
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Part 2: Learning and Teaching

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> – Understand and critically evaluate an understanding of the political economy of Japan, South Korea, China and India (A and B) – Understand and critically evaluate business and management systems in Asia (A and B) – Understand and critically evaluate the theory and practice of management in Japan, South Korea, China and India (A and B) – Understand and critically evaluate business strategies for the penetration of Asian markets (A and B) <p>In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following</p> <ul style="list-style-type: none"> – Working and learning as a team member
Syllabus Outline	<ol style="list-style-type: none"> 1. Foundations of the Asian Miracle - the debate concerning the slowdown of growth and possibility of decline. 2. Decline from 'Miracle' to the Next - Phase of Development 3. Disciplining the Tigers: Globalization and the Crisis in Asia Pacific 4. The Business Environment of Asia Pacific, Post Crisis 5. Country Reviews: Japan; South Korea; China; India 6. Culture and Business in Asia Pacific 7. The Strategic Process 8. Post-Crisis Strategies for Asia Pacific 9. Methods of Entry into Asia Pacific Countries 10. Marketing in Asia Pacific, Post Crisis
Contact Hours/Scheduled Hours	<p>Contact will 3 hours per week achieved through a mixture of lectures and seminars.</p> <p>Students can expect direct contact with the module leaders and members of</p>

	<p>his/her teaching team through regular office hours. This will offer students an opportunity to clarify and further explore issues directly related to the material presented in the module and, potentially, further afield. The teaching team combines extensive personal experience in some of the countries in question and through their research on matters directly relevant to the module content itself.</p>
<ul style="list-style-type: none"> Teaching and Learning Methods 	<p>Teaching strategy – This module will be taught by lectures, class exercises and through discussion of case studies.</p> <p>Learning strategy – In seminars, through the use of key academic readings and case studies, students will be presented the opportunity to learn alone and in conjunction with other students led by academics. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation. Through deep and sustained reflection on the part of students, they will enhance their intellectual faculties and hone their analytical skills which will bear directly, both on their understanding of the course content and, critically, on their later performance in their work environment</p> <p>On the notional basis of a 10:1 ratio of student study hours to credit value, students should be engaged in the learning process for 150 hours. Of this, 36 hours will take place in lectures and seminars, the remaining will take place outside of these contexts in time devoted to reading the assigned readings and the answering of questions seminars, assignment preparation and revision for the exam.</p>
Reading Strategy*	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.</p> <p>Students will be directed towards the university study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook.</p> <p>Essential reading The current set text is: El-Kahal Sonia, (2001) <i>Business in the Asia Pacific: Text and Cases</i>. USA, Oxford University Press. As this may change from time to time, students should check with module leader before purchasing.</p> <p>Further reading Further reading will be required to supplement the set textbook. The purpose of this is to ensure students are familiar with current research, classic works and others matters specific to their interests. This reading will be found in the module handbook provided at the outset of the module. One important source of literature is academic journals such as Journal of International Business Studies, Journal of World Business, Asia Pacific Business Review, China Economic Review, and Management International Review. Access to these journals is available through the library and most available electronically.</p>
Indicative Reading List	<p>Asia Hasegawa, Harukiyo and Carlos Noronha (2009). <i>Asian Business and Management: Theory Practice and Perspectives</i>, London: Macmillan. Warner, M. Ed (2003) <i>Culture and Management in Asia</i>, London: Routledge.</p> <p>China Ambler, Tim, Morgan Witzel and Chao Xi (2008) <i>Doing Business in China</i>, London, Routledge. Tang, Jie, and Ward, Anthony. (2003) <i>The Changing Face of Chinese Management</i>, London Routledge. Liu, Chunhang (2008) <i>Multinationals, Globalisation and Indigenous Firms in</i></p>

	<p><i>China</i>, London, Routledge.</p> <p>Japan Bird, A. (2001) <i>Encyclopaedia of Japanese Business and Management</i>. London : Routledge. Haghirian, Parissa (2009). <i>Innovation and Change in Japanese Management</i>. London: Macmillan. Olcott, George (2009). <i>Conflict and Change: Foreign Ownership and the Japanese Firm</i>. Cambridge: Cambridge University Press.</p> <p>Korea Chang, D. (2008) <i>Capitalist Development in Korea</i>, London: Routledge. Chang, Y. and H. Seok, D. Baker (eds) (2011) <i>Korea Confronts Globalization</i>. London, Routledge. Rowley, Chris and Yongsun Paik (eds) (2008) <i>The Changing Face of Korean Management</i>, London Routledge.</p> <p>India Budhwar, P. and A. Varma (eds), (2010). <i>Doing Business in India</i>. London, Routledge. Bhatnagar, Jyotsna and Pawan S. Budhwar (eds), (2008) <i>The Changing Face of People Management in India</i>. London, Routledge. Tripathi, D. (2007) <i>The Concise Oxford History of Indian Business</i>, Oxford: Oxford University Press</p>
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Part 3: Assessment			
Assessment Strategy	<p>Controlled conditions: a written exam (2 hours) will assess students' depth and breadth of understanding of the material spanning the four countries</p> <p>Coursework: a 2000 word essay is will provide students with an opportunity to delve into a particular aspect of the module in depth.</p>		
Identify final assessment component and element	Component A		
% weighting between components A and B (Standard modules only)		A:	B:
		50%	50%
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1. 2 hour exam		100%	
Component B Description of each element		Element weighting	
1. 2000 word essay		100%	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
1. 2 hour exam	100%
Component B Description of each element	Element weighting
1. 2000 word essay	100%
<p>If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>	

