



MODULE SPECIFICATION

Part 1: Information			
Module Title	Doing Business in Asia		
Module Code	UMSD4T-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: In addition to the learning outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following: Working and learning as a team member</p> <p>Outline Syllabus: The syllabus includes: The Rise of Asia Business Models Business and Culture FDI Technology Production Networks Living and Working Conditions Japanese knowledge-based Firms Chinese Human Resources Management Korean Innovation Indian IT Industry Singapore Service Industry Management</p> <p>Teaching and Learning Methods: Teaching strategy – This module will be taught by lectures, class exercises and through discussion of case studies.</p>

STUDENT AND ACADEMIC SERVICES

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.

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.

Contact will 3 hours per week achieved through a mixture of lectures and seminars.

Students can expect direct contact with the module leaders and members of 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.

Part 3: Assessment

Controlled conditions: a 24 hours take-home exam will assess students' depth and breadth of understanding of the material spanning the four countries.

Coursework: a 2000 word essay is will provide students with an opportunity to delve into a particular aspect of the module in depth.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	2000 word essay
Examination (Online) - Component A	✓	50 %	24hrs take-home exam answering two out of 4 questions (each with 750 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	2000 word essay
Examination (Online) - Component A	✓	50 %	24hrs take-home exam answering two out of 4 questions (each with 750 words)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Understand and critically evaluate an understanding of the political economy of Japan, South Korea, China and India	MO1
	Understand and critically evaluate business and management systems in Asia	MO2
	Understand and critically evaluate the theory and practice of management in Japan, South Korea, China, India, and ASEAN	MO3
	Understand and critically evaluate business strategies for the penetration of Asian markets	MO4

STUDENT AND ACADEMIC SERVICES

Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umsd4t-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management and Economics {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2018-19
 International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19