



Module Specification

Doing Business in Asia

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Doing Business in Asia

Module code: UMSD4T-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

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

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

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching strategy – This module will be taught by lectures, class exercises and through discussion of case studies.

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand and critically evaluate an understanding of the political economy of Japan, South Korea, China and India

MO2 Understand and critically evaluate business and management systems in Asia

MO3 Understand and critically evaluate the theory and practice of management in Japan, South Korea, China, India, and ASEAN

MO4 Understand and critically evaluate business strategies for the penetration of Asian markets

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsd4t-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umsd4t-15-3.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Examination (Online) (First Sit)

Description: 24hrs take-home exam answering two out of 4 questions (each with 750 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (First Sit)

Description: 2000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Examination (Online) (Resit)

Description: 24hrs take-home exam answering two out of 4 questions (each with 750 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: 2000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Top-Up} [Frenchay] BA (Hons) 2023-24

International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24

International Business Management {Top-Up} [Villa] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20