

Asian Management

Course Title	Asian Management		
Course Code	ASM310B	Course Type	Core Business
Credit	3	Contact Hours	45
Prerequisites	BUS110 and BUS211C	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	15	1. Familiarize students with theories and methods of comparing diverse managerial systems found in dynamic Asia. 2. Understand core differences and similarities between the socio-economic and business systems of China, India, Indonesia, Japan, Korea, Malaysia, Thailand, and Singapore.
2. Asian Expertise	45	
3. Creative Management Mind	10	
4. Cross Cultural Communication	15	
5. Social Responsibility	15	

Course Description

The course takes a comparative perspective – highlighting the unique cultural, historical, and institutional bases of Asian business systems. Hybrid – global, regional, and country-specific – processes are also identified. It highlights historical and evolutionary changes within Asian business systems due to the high growth rates of countries in the region and the emergence of large multinational enterprises (MNEs) with home countries in them, as well as globalization and pressures from a wider global community of business stakeholders. The reasons for business success in the region will be couched in the societal role of business in Asia and mounting pressures on their societal role and calls for reform emanating from various activist groups in the region.

Learning and Teaching Structure

Students are expected to prepare for the weekly lectures and seminars. Lectures are built around textbook chapters and students should read the chapter prior to attending class to gain as much as possible from the lecture. As will be discussed below, seminars are an opportunity for students to reinforce learning, delve into specific issues and, importantly, participate. In order for this to work, it is essential that you arrive at class prepared. Students need to understand concepts of culture, institutions (including governmental) and economic and business system in order to apply them to different groups of countries in the region for the purpose of discerning difference and similarities. Students are expected to demonstrate their knowledge on the relevant theories and method of Asian management in group presentations and individual presentation.

Assessment	%	Text and Materials
Attendance	25	Title(s): Asian Business & Management: Theory, Practice and Perspectives Edition(s): 1st (2009) Editors: Harukiyo Hasegawa and Carlos Noronha Publisher: Palgrave Macmillan ISBN(s): 978-0-230-54506-9; 0-230-54506-8
Midterm Examination	25	
Individual Paper & Presentation	25	
Final Examination	25	

Course content by Week

1	Introduction to Part I Theory and Trans-Asian Themes
2	CSR and Sustainable Development in Asia and Mini Case
3	The Business Systems of Asia and Mini Case
4-6	Part II: Country Focus including Management in Japan, China and Korea and Case Studies
7	Management in India and Midterm Exam
8-9	Management in Singapore, Thailand and Case studies
10-11	Management in Malaysia, Indonesia and Case studies
12	Review for Exam
13-14	Individual In-Class Presentations
15	Final written Exam