

## Asian Case Workshop

<b>Course Title</b>	Asian Case Workshop		
<b>Course Code</b>	IMM305B	<b>Course Type</b>	Business Course
<b>Credit</b>	2	<b>Contact Hours</b>	30
<b>Prerequisites</b>	None	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	0	1. In-depth knowledge of the economies and industries of the two countries
2. Asian Expertise	60	2. In-depth knowledge of socio-cultural contexts of the two countries
3. Creative Management Mind	10	3. In-depth knowledge of business practices and relevant legal-political environments of the two countries
4. Cross Cultural Communication	20	4. An awareness of the countries' histories, emerging trends and projected future changes in the business environment and larger social systems of the two countries
5. Social Responsibility	10	5. Application of the knowledge from the first four objectives to management situations and managerial decision-making

### Course Description

This course focuses on developing our students' Asian Expertise. The course aims to partially fulfill the following elements of SolBridge Mission: Asian Expertise, Cross-Cultural Communications and Social Responsibility with specific reference to Asian societies. Asia is a very diverse continent with a multiplicity of cultures, business practices, legal environments, economic development and political systems. Students must be aware of the impact of this diversity on managing in and across various Asian countries and cultures. To this end, students will be equipped with specific and in-depth knowledge of the socio-cultural contexts, business practices and legal-political environments of selected Asian countries. Students will also learn the application of this knowledge to practical management situations in the selected countries. This class will focus on two major Asian Countries: India and Vietnam.

### Learning and Teaching Structure

The Course will follow the student-centered learning model. An extensive set of readings will be supplemented by Classroom discussions during the first few weeks so that students learn the various aspects of the two countries. This is followed by lectures and discussions by guest lecturers from industry executives with extensive managerial experience in the focal countries.

Students will then be given management case situations based on a past or on-going situation for a firm operating in each of these countries. Students are required to conduct their research, and analyze these situations using conceptual knowledge from other courses and specific knowledge from this course. Students will also submit their decision and recommendations for each of these situations. Students will also be required to participate in a case competition towards the end of the semester based on one or all of the situations.

Assessment	%	Text and Materials
Case Presentation (Team)	40	There is no textbook for this course. A list of readings will be provided in the first class
Case Report (Team)	40	
Attendance	20	

### Course content by Week

1	Course outline and Introduction to Case Analysis
2-3	India: An introduction to Business and Society in India, Vietnam: An introduction to Business and Society in Vietnam
4	Global Case Competition: Mandatory Attendance
5-6	Doing Business in India: Society, Culture and Business
7-8	Doing Business in Vietnam: Society, Culture and Business
9	In-Class Example Case Analyses (India and Vietnam) , Two Case Descriptions Given to Teams
10-11	Independent Research in Consultation with Instructor and Guest Lecturer on Case #1 , Case and Report Preparation in-Session
12	Case #1 Presentation (Case Competition Pre-finals) and Report Due
13	Independent Research in Consultation with Instructor and Guest Lecturer on Case #2 Case Presentation and Report Preparation in-Session
14-15	Case #2 Presentation For Selected Finalist. Report Due for all Teams