



## Global Summer Programme Academic Year 2017/2018

### COURSE CODE ASIA PACIFIC BUSINESS

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### COURSE DESCRIPTION

"In the past decade, the United States' economy grew by an average of 1.6% a year, the European Union's by 1.7%, Latin America's by 4.6%, East Asia's by 5.4% and South-East Asia's by 5.9%. The 21 economies of the largest trans-Pacific grouping, Asia-Pacific Economic Co-operation (APEC), account for nearly half of global trade. The region comprises not only the world's 'factory floor' but also its most important sources of services, technology and investments, and final goods markets," writes Peter Petri, an international trade economist. Yet despite the much celebrated economic progress of the region and the potential to be reaped from it, there are clear strains and risks resulting from geopolitical and economic trends which impact businesses that operate here.

This course consists of a set of core lectures which will introduce students to: (a) economic, political and socio-cultural theories and frameworks for understanding the context of business in the Asia Pacific region; and (b) the application of international business theories and frameworks to understand the decision-making processes of companies investing in the region. Course participants are expected to apply theories and frameworks to assess business environments of specific Asian economies. Participants are expected to analyse and make presentations about issues and challenges that are relevant to companies operating in large emerging economies such as China, India, Taiwan, and South Korea but also other economies such as Myanmar, Indonesia, the Philippines, and Vietnam.

### LEARNING OBJECTIVES

By the end of this course, participants will be able to:

- Identify motivations for companies to seek internationalization within the Asia Pacific region
- Learn more about socio-cultural, political and economic systems in the Asia Pacific region and the resultant risks
- Identify business opportunities presented by emerging sectors & countries in the Asia Pacific region
- Evaluate different market entry strategies for businesses in the Asia Pacific region
- Gain insights into business and/or career opportunities in the Asia Pacific region

### RE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course.

### ASSESSMENT METHODS

(a) Class Participation (Individual):	20%
(b) Weekly Quiz (Individual):	10% + 20% (Week 1, 3)
(c) Country PESTLE Presentation (Team):	20% (Week 2)
(d) Project (Presentation & report) (Team):	30% (week 4)
<b>TOTAL:</b>	<b>100%</b>

There will be no final examination for this course.

**(a) Class Participation (20% throughout term)**

This is a central part of the learning process for you and your classmates. When you contribute, you help others learn. Your participation mark reflects your contribution to your classmates' learning. This includes attendance, full preparation prior to class including reading assigned materials, and active participation in class discussions and group activities.

Class participation is assessed according to the following criteria:

Level	Criteria
A range	<ul style="list-style-type: none"> <li>Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyse which approaches are appropriate, etc.</li> <li>Demonstrates ongoing very active involvement.</li> </ul>
B range	<ul style="list-style-type: none"> <li>Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion.</li> <li>Demonstrates consistent ongoing involvement.</li> </ul>
C range	<ul style="list-style-type: none"> <li>Does not offer to contribute to discussion, but contributes to a moderate degree when called on.</li> <li>Demonstrates sporadic involvement.</li> </ul>
D range	<ul style="list-style-type: none"> <li>Present, not disruptive.</li> <li>Tries to respond when called on but does not offer much.</li> <li>Demonstrates very infrequent involvement in discussion.</li> </ul>
F	<ul style="list-style-type: none"> <li>Absent without reason.</li> <li>Disruptive in class.</li> </ul>

**(b) Weekly Quiz (10% + 20% each)**

There will be a quiz at the end of Weeks 1 & 3; i.e., a total of 2 quizzes. They contain a mix of multiple choices, true/false, and short qualitative questions. Questions will refer to recommended text, lecture materials, readings, and verbal explanations.

**(c) Country PESTLE Presentations (20% each)**

This is a team effort (7 groups of approximately 5 - 6 persons each) and will be graded based on a presentation during Week 2. Each team will become an "Expert" in a country within Asia Pacific and conduct a PESTLE analysis of the country.

Format - Each team to present (10 mins) - Maximum 10 simple slides (elevator pitch) with an additional 3min of Q&A. Additional limit of 2 slides and 2 minutes for groups with 6 instead of 5 members. Extra slides and going over-time will result in penalties. Please send to myself and Teaching Assistant ahead of presentation.

**(d) Project (30%; deadline report Week 4 - presentation Week 4)**

The Project is a team effort and each team will be required to present a recommendation to the Board of Directors of selected companies on their Internationalization Strategy into or out of Asia Pacific. This will be graded based upon two components: Presentation (33.3%) & Report (66.6%).

The Presentation duration is 20 minutes, followed by 5-10 minutes of Q&A. Every member must present. The presentation will be graded for content (relevance to topic, supporting concepts, etc), and delivery (audibility, confidence, flow, coordination among members, creative elements). A 1-page executive summary is to be circulated by all teams to the rest of the class at the beginning of Week 4 before the presentations are conducted. The class is required to read the executive summary and prepare for the discussion.

Each team is required to submit a 3000-word report. The Report must be written in a scholarly manner. It will be graded for its relevance, coverage, organisation, linkage to course concepts, depth and clarity of analysis, writing elegance, formatting, illustrations, and effective editing. The Report should be type-written, 1.5 line-spaced, using 12-point size font. All tables and charts discussed in the main body must be in the main Report, not in the Appendix.

All members in a team are accountable for the team assignment. At the end of the term, each member may evaluate the overall contributions of other members in his/her team (relative to your own contribution). All members in a team will receive the same grade for team activities. However, your individual grade for all team activities may be adjusted downward if a majority of your team members evaluate your contribution unfavorably.

## ACADEMIC INTEGRITY

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offence.

When in doubt, students should consult the course instructor. Details on the SMU Code of Academic Integrity may be accessed at <http://www.smuscd.org/resources.html>.

The Group Project must be your group's original effort. Academic writing etiquettes require that you respect intellectual property by observing the academic propriety of citing, quoting with references, and providing full references for all cites and quotes. Do not submit work purporting to be your group's own when in whole or substantive part the work has been published or submitted for other courses inside and outside SMU. The extensive borrowing of ideas and material with proper attributions may constitute plagiarism. In other words, you cannot submit cut-and-paste material even when properly attributed to Author A with cut-and-paste material properly attributed to Author B because such a combination of Author A's and Author B's works would not be an original effort. Also, you must not cosmetically modify different pieces of work by others and submit them as if they are yours. The proper thing to do would be to add your points and interpretations, and your original text should be more than the works you quote. You must fully cite the sources for the data and tables immediately after or below each of them. You cannot use the citations and references used by other authors as if they are your own. If you yourself did not access the original tables or figures, your citation would be a second-hand citation. Do not fabricate data and tables, or alter existing data and tables, to submit as your own. Any attempt to deceive by including references and sources of information that you know are not used in your submissions will incur penalties. Your group may be requested to furnish drafts and material to defend authenticity of the submission.

## INSTRUCTIONAL METHODS AND EXPECTATIONS

The class sessions consist of lectures, analysis of cases and readings, group discussions, presentations and debates. All sessions will be interactive to help you attain the learning objectives. Students will take an active role in leading discussion and providing critical commentary.

## REQUIRED TEXT AND READINGS

MAIN TEXTBOOK USED (*recommended as main source*)

- *International Business: An Asia Pacific Perspective*. Second Edition. Andrew Delios, Paul W. Beamish, and Jane W. Lu. Pearson Education South Asia (Prentice Hall) (2010).

### ALTERNATIVE TEXTBOOKS

- Cavusgil, Knight & Riesenberger, *International Business: The New Realities*, 4th Edition. Pearson
- Alan M Rugman & Simon Collinson, *International Business*, 7th Edition. Pearson
- Daniels, Radebaugh, Sullivan, *International Business: Environments & Operations*, 15th Edition. (2014)

Additional readings will be announced in class.

It is recommended that you keep abreast of international business and management developments from various newspapers and periodicals.

## LESSON PLAN

Lesson	Session	Learning Objectives	Readings	Activities
1	Monday 2 July 2018	Course Overview/ Motivations for Internationalization into Asia Pacific	Chapter 1	
2	Wednesday 4 July 2018	The international business environment in Asia Pacific: Economics & Culture	Chapter 2 & 4	
3	Friday 6 July 2016	The state, politics, and business in Asia Pacific	Chapter 3	
4	Monday 9 July 2018	Country PESTLE Presentations: Indonesia, South Korea/Thailand, China, India, Myanmar, Philippines, Vietnam		End of Week 1 Quiz
5	Wednesday 11 July 2018	Internationalization Strategy into Asia Pacific	Chapter 5	
6	Friday 13 July 2018	Entry mode choices	Chapter 6	
7	Monday 16 July 2018	Strategic alliances and joint ventures and international acquisitions within Asia Pacific	Chapter 7 & 8	
8	Wednesday 18 July 2018	Multinational Enterprises & Business Groups in Asia Pacific	Chapters 9 and 10	
9	Friday 20 July 2018	Organization & HRM in Asia Pacific	Chapter 11 & 12	
10	Monday 23 July 2018	End of Term Quiz		End of Term Quiz
11	Wednesday 25 July 2018	Project Presentations & Report Submission (see list)		
12	Friday 27 July 2018	Project Presentations & Report Submission (see list)		

\* Chapters refer to main textbook; cases and readings will be assigned during classes.