Course Title: Doing Business in Asia-Pacific
Course Code: (GI) BUSI 3007 SYAU
Programs offering course: Semester Global Internship
Language of instruction: English
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Spring 2021

Course Description

This course aims to provide an opportunity to examine the elements in current related influences of business, society, government and culture in Asia-Pacific and link these influences to participant’s experience within their professional internship program and academic coursework. Using our host location as our beginning reference point, this course will review Asia–Pacific’s economic and cultural contexts and major changes. This course will explore the shared cultural history and diversity across Asia and Australia. Through group work and individual inquiry, we will strive to focus on gaining an understanding of the major cultural groups in each country, their heritage and business activities along with the country’s current challenges and opportunities for trade and expansion within the region and globally. By using current business case studies and media coverage of economic, political and business issues, we will focus on what we as outsiders to the region need to quickly assess and integrate into our business approaches for success in the region.

Learning Objectives

By completing this course, students will:

- Analyze the policies and business issues in Asia–Pacific and develop a sense of appreciation for the dynamics of this constant changing business environment.
- Describe and differentiate the economic, cultural, and political context of Australia as a trade partner in the Asia–Pacific region.
- Compare and contrast the economic, cultural, and political contexts between Asian–Pacific countries.
- Identify and analyze current issues and emerging trends in the Asia–Pacific.
- Recognize and appraise strategies to quickly assess and integrate business approaches for success between Australia, China, USA and Asia-Pacific.
- Critique within group emerging trends and business strategies, particularly as relate to Australia and Asia-Pacific.

Course Prerequisites

Preferable completion of Microeconomics or Macroeconomics or World History (focus on Asia preferable) before enrolling in this course.

Methods of Instruction

The course is taught through a combination of lecture, group discussions, guest speakers, site visits, small group collaboration, and student presentations. All learning materials will be sent directly to each student. Readings for class will be sent a few days before the lecture. PowerPoints will be sent sometime after each class.

Assessment and Final Grade

1. Critical Definitions (2) 10%
2. Presentations (2) 30%
3. Case Study Report 20%
4. Online Community Forum 20%
5. Participation 20%
TOTAL 100%
Course Requirements

Critical Definitions (2)

Two critical definitions of 400-words each. The first will be submitted in week one and the second definition submitted in week 5. Students have to choose one of several concepts and ideas from a selection provided by the facilitator. A student’s work will be graded on their ability to provide a precise definition, critically discuss the scope, validity, and applicability of the chosen concept. The definitions should be submitted for the whole class to view on the Canvas discussion board.

Presentations (2)

During classes four and seven, participants will give a 5-minute oral presentation to the class on their case study research progress. A supportive visual PowerPoint of 5 slides that summarize the points raised will accompany their oral presentation. A student’s work will be graded on their ability to outline the case being studied, critically analyze the points raised with evidence from the case study research and the mandatory course readings, as well as their ability to communicate findings to the group effectively.

Case Study Report

Students will compose a 2000-word comparative analysis that must compare THREE aspects of a business in the host country compared to that in the Asia-Pacific region. They will discuss their selection with the facilitator prior to undertaking their case study analysis. Students will be graded on their ability to compare their chosen aspects in detail drawing on the mandatory course readings and those selected to evidence facts about business management in their home country. Guidance for selecting an appropriate case and developing a line of discussion around the topic as well as formatting of the discussion paper will be provided during class.

Online Community Forum

Students will compose THREE visual papers on issues and aspects that have been foregrounded in the host context news headlines. The papers will focus on the issues and topics discussed in the classes and identified by the group from Australian traditional newspapers and online news such as, but not limited to analysis of business issues in the current host country context, critiquing emerging trends, cultural and political difference and the effect on trading partners and approaches. They will submit their papers using the collaborative technology tool FlipGrid (or similar digital visual notebook) and submit to the Canvas platform. Students will compose TWO FlipGrid (or similar) reflections responding to the topic / issues discussed with their tutor in the classes. Each reflection will be 3-minutes in duration. They will then respond to TWO of their colleague’s reflections about their chosen topics. These responses will also be 3-minutes each in duration.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent.

Attendance policies also apply to any required co-curricular class excursion or event, as well as to any required field placement. Students may not miss placement/work hours at an internship or service learning site unless approved in advance by the Academic Director and placement supervisor. All students must complete all of the requisite 100 minimum work hours on site at the internship or service learning placement to be eligible for academic credit.
Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences for classes will lead to the following penalties:

<table>
<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Minimum Penalty</th>
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</thead>
<tbody>
<tr>
<td>Up to 10%</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 - 20%</td>
<td>Participation graded as per class requirements; 3% grade penalty &amp; written warning</td>
</tr>
<tr>
<td>More than 20%</td>
<td>Automatic course failure, and possible expulsion</td>
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</tbody>
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N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

Weekly Schedule

Week 1

Class: 1.1 Introduction to the course

Course, assignments, group project, personal goal setting will be the focus of this introductory lecture.

Reading:


Class: 1.2 Overview of Asia-Pacific regional economic development

The Asia–Pacific is a vast and diverse region with one of the strongest performing economies in a globalized economic community. Your host country role within the Asia-Pacific trade competition policy will be discussed in terms of growing globalized markets. Bilateral and multilateral trends will be discussed in terms of the need to enhance international cooperation while respecting pluralistic development of different countries.

Readings:


**Date Due for Submission of the Critical Definition #1 Assessment**

**Week 2**  
Class: 2.1 Trade Facilitation and the Global Economy

Impact on business development due to culture clashes is discussed in view of a growing global economy and open trade. In a globalized world where goods cross border sand trade relations are shifting the costs and benefits of working across continents and cultures is discussed. The findings and actions from the G20 summit in Argentina are also reviewed in terms of aims and outcomes.

**Readings:**


Class: 2.2 Evidence-based learning

Guidance for individual case study and presentations. Students will discuss their proposed topics with their facilitator and begin to unpack the issues and themes. They will then share their topic and directions with colleagues in the group with a SWOT analysis on their proposals.

**Readings:**


**Date Due for Submission of the Online Community Forum #1**

**Week 3**  
Class: 3.1 Overview and Challenges of working in the e-cloud across continents

State intervention and championing of export industries, investment in technology innovation and protection of daily business transactions in a Cloud superhighway as well as trade protectionism will be discussed.

**Reading:**


**Date Due for Submission of the Online Community Forum #2 Assessment**

**Week 4**  
Class: 4.1 Society and Community Networks in Asia-Pacific and Your Host Country

GUEST SPEAKER, CASE PRESENTATION (i.e. emerging Asia and Asia-Pacific economic powers; changing workforce; labour shortage; labor expectations and human resource challenges).

**Reading:**

Class:  4.2  Presentation

Individual students present their progress report.

**Date Due for Submission of the Individual Presentation #1**

**Week 5**

Class:  5.1  Business and Community Networks in Asia–Pacific and China

This session shall focus on the importance of personal and community relations to doing business locally, regionally, and transnationally. Family businesses, ranging from small enterprises to conglomerates will be a major focus.

*Reading:*


Class:  5.2  Site Visit

A visit to an local Company that imports /exports with the Asia–Pacific region will be undertaken. Students will reflect as a group on the elements they noted and discussed with the company in regards to challenges and opportunities when doing business with Asia–Pacific region.

**Due Date for Submission of the Critical Definition #2**

**Week 6**

Class:  6.1  Managing Current Issues

Socioeconomic factors such as mass migration, production possibilities, liabilities, and opportunity cost on the slope of PPF. Businesses that operate in Asia–Pacific or countries which work closely with Asian partners and customers within local centric partnerships will be analyzed and compared. The class will also focus on the role of governments in circular flows across international regions.

*Readings:*


Class:  6.2  Guest Speaker

During this class, one or more guest speakers from the local business community will be invited to share key learnings from their experiences in doing business with Asia–Pacific, outlining factors that can contributed to successes and challenges. Students will be involved in asking semi-structured interview questions and then, after the guest speakers, will be involved in identifying key aspects about doing business successfully in Asia–Pacific.

*Reading:*


**Due Date for Submission of the Community Forum #3**

**Week 7**

Class:  7.1  Sharing Knowledge

Students will present on topics such as but not limited to: Asia–Pacific economic power, changing workforce, China and USA trade wars, labour shortage, labour expectation, and human resource challenges.

*Reading:*

**Due Date for Submission of the Final Individual Presentation #2**

**Week 8**

**Class: 8.1** Shifting Trading Partners: Business and Relations

The long-standing trade relations between Your host country and Indonesia are debated. The impact of Middle East politics on the strength of that relation, the impacts ongoing from the G20 decisions and the growing Asia–Pacific links are discussed.

Reading:


**Class: 8.2** Your Host Country’s Investment in Business with Pacific Nations

With greater global interest in the Pacific, the shifts in contributions, business and multilateral development banks between Your host country and the Pacific is discussed and debated. The role of the AIFFP as a response to growing China interest and the ‘belt and road initiative’ in the region is also discussed.

Reading:


**Due Date for Submission of the Case Study Report**

**Course Materials**

**Readings**


In addition to the assigned readings, cases and analysis from current media sources will be distributed in class. It is strongly suggested that students choose one or two areas within the overall course content to focus additional independent reading.

**Recommended Readings**

OECD publications (international organization)

Harvard Business Review

The International Monetary Fund: https://www.imf.org/en/Publications/REO/APAC/I issues/2018/04/16/areo0509


Additional Resources


One of the most important ways to learn is by personal experience and interaction with your colleagues at your internship as well as those within the community with whom you interact. During your internship seek out people to speak with; journal reflections from your experiences and observations and share with your class informally during your study and in your final presentation.

**Online and Media Resources**


Alan Kohler – The Constant Investor: https://theconstantinvestor.com/


Global Times: www.globaltimes.cn


Participants should be scanning the above newspaper and media resources for current market moves and business matters. Please share with the class good sources of verifiable information that you enjoy. There are many specialist blogs that can add insight. Remember these come from a very personal perspective and are usually
highly biased as is their very nature. There is a huge amount of information available in traditional and electronic forms. Your role in this course is to be an active researcher to find what is relevant and reflects a truth and apply it to your coursework and internship.