

## **BSP2005 Asian Business Environments Outline (S2, Academic Year 2015-16)**

### **I. INTRODUCTION**

This module aims to build an understanding of the diverse range of business environments in Asia – as diverse a range as exists in the world. As such, there is no single Asian business environment, but instead many different environments that demand substantial adjustments to business strategy. A key concept is that an understanding of doing business in any specific country involves consideration of two separate levels of analysis, the country perspective and the firm perspective. While these two levels of analysis significantly influence one another, it is very important to consider them separately and acknowledge how they differ from one another. It is also expected that students will learn a basic set of descriptive facts about countries and top businesses in the region.

Students will be expected to do assigned readings in advance of lectures and tutorials. Knowledge based on the reading will be tested on a weekly basis through a pre-class assessment on IVLE and through participation in tutorials. Student participation in the main lecture and especially the tutorials, through answering questions about the readings, will be rewarded. Communications with the class will occur primarily through IVLE, including an online Discussion Board where students can ask one another for clarifications and post comments on course content. Email is generally discouraged, except in exceptional cases.

Lecture will begin at 5 minutes after the scheduled starting hour (e.g. 10:05 for class scheduled to start at 10) and will usually end by around 20-25 minutes before the scheduled ending hour (e.g. 11:35-11:40 for class scheduled to end at noon). There will not be a break in between. PDFs of lecture slides will be posted on IVLE within 1-2 days of the lecture, but not before.

### **II. EVALUATION WEIGHTS**

Pre-class assessments	25%
Group presentation	20%
Tutorial participation	20%
Final exam	35%

### **III. OUTLINE**

<b>Class Date</b>	<b>Class Focus and Readings</b>
(1) Jan 15	<b>Introduction</b>
(2) Jan 22	<b>The Asian Miracle</b>
(3) Jan 29	<b>National Development Strategies &amp; Economic Growth in Asia</b>
(4) Feb 5	<b>National Market Institutions &amp; Economic Crises in Asia</b>
(5) Feb 12	<b>The Role of the State in Asian Economic Growth</b>
(6) Feb 19	<b>Institutions and Domestic Firms in Asia: Business Groups, Political Connections, and Corruption</b>
Feb 26	<b>RECESS WEEK!</b>
(7) Mar 4	<b>International Business and MNEs in Asia: Internationalization, Multinationality, and Foreignness</b>
(8) Mar 11	<b>Market Entry Strategies in Asia</b>
(9) Mar 18	<b>National Culture and Regional Strategy in Asia</b>
(10) Mar 25	<b>NO CLASS DUE TO GOOD FRIDAY HOLIDAY</b>
(11) Apr 1	<b>Negotiating Diverse Stakeholders</b>
(12) Apr 8	<b>Innovation &amp; the Bottom of the Pyramid: The Case of Financial Inclusion</b>
(13) Apr 15	<b>Singapore in Asia: Looking Forward</b>

## **ACADEMIC HONESTY & PLAGIARISM**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>