



# BBA 320

## Asian Business Environment

S2 Day 2014

*Economics*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit Convenor

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Credit points

3

Prerequisites

27cp including [(ECON110 or ECON111) and (6cp in ACCG or ACST or AFIN or ECON or FOBE or MGMT or MKTG units at 200 level)]

Corequisites

Co-badged status

Unit description

This unit is an introduction to the economies of East and South–East Asia and especially their key commercial and economic institutions. It covers the entire region but focuses on the People's Republic of China, South Korea, and Japan as exemplars of the economic characteristics and commercial practices in the region. Students will study institutions such as the Korean chaebol and Chinese gufen and TVEs, as well as management styles and practices, marketing strategies, and key cultural mores such as guanxi. Students will be given a working knowledge of the path to economic development taken by the Asian economies as a means of understanding their economic and business behaviour today, and will also explore the causes of the economic problems that have faced the region in the last two decades, and the problems and opportunities likely to be encountered in decades to come. The unit requires no prior knowledge ; any economic theory or other concepts will be taught within the curriculum. It will be useful to business and marketing students, and also will fit well into the set of development economics units offered by the Faculty.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the characteristics and business institutions of the economies of East and Southeast Asia.

Understand the development strategy and growth path that created these economic and business institutions.

Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.

Develop the capacity to work as part of a team.

Be able to critically evaluate policy prescriptions put forward in contemporary political-economic debates.

Be able to express ideas clearly and succinctly both verbally and in written format.

## Assessment Tasks

Name	Weighting	Due
Mid-semester test	30%	Week 8
Essay	25%	Week 10
Presentation	15%	Week 9 - Week 13
Final Examination	30%	University Examination Period

### Mid-semester test

Due: **Week 8**

Weighting: **30%**

This will be held in the lecture during Week 8, and will be of one and a half hours duration. This is a short answer test on the lectures and reading materials for weeks 1-7.

On successful completion you will be able to:

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Achieve basic comprehension of economic theories useful in analysing the behaviour

and future prospects of these economies.

## Essay

Due: **Week 10**

Weighting: **25%**

The due date for this assessment 20 October 2014, 6 pm, though students should be aware of the special submission provisions described in the Unit Outline. The essay is to be submitted by email to the lecturer as a Word document. Essays are to be not less than 2000 and not more than 3000 words.

Topics will be available in Week 3 via a handout on iLearn, and the handout will include also an essay writing guide.

On successful completion you will be able to:

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Understand the development strategy and growth path that created these economic and business institutions.
- Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.
- Be able to critically evaluate policy prescriptions put forward in contemporary political-economic debates.
- Be able to express ideas clearly and succinctly both verbally and in written format.

## Presentation

Due: **Week 9 - Week 13**

Weighting: **15%**

Presentations will be based on group work, but will be individually assessed. They will take place in tutorial during Weeks 9 - 13. Arrangements will be discussed in the first tutorial in Week 2. Guidelines as to topics and to the style of presentation will be available in a handout via iLearn.

On successful completion you will be able to:

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Understand the development strategy and growth path that created these economic and business institutions.
- Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.

- Develop the capacity to work as part of a team.
- Be able to express ideas clearly and succinctly both verbally and in written format.

## Final Examination

Due: **University Examination Period**

Weighting: **30%**

The Final Exam will be of 2.5 hours duration, and will consist of a mix of short answer and essay type answer questions. A guide to the Final Examination covers will be available from Week 9 via iLearn.

On successful completion you will be able to:

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Understand the development strategy and growth path that created these economic and business institutions.
- Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.
- Be able to critically evaluate policy prescriptions put forward in contemporary political-economic debates.
- Be able to express ideas clearly and succinctly both verbally and in written format.

## Delivery and Resources

### Classes

- This unit provides 3 hours face-to-face teaching per week consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial

Your tutorial allocation may be changed in the first week of semester. Consult the lecturer-in-charge if you have difficulties with the tutorial time to which you are allocated.

### Recommended Texts and/or Materials

There is no textbook that completely covers the ground we wish to look at, and very few try. Some texts are useful, as listed below, but in the main we will rely upon academic journal articles and upon handouts on specific topics to supplement the lecture material.

Below is a non-exhaustive selection of relevant texts (you should be selective in reading what is relevant to the unit). Specific reading suggestions will be made available via iLearn and you are encouraged to make full use of the resources available in the University Library.

Todaro, Michael P. (2011) *Economic Development* (preferably 11<sup>th</sup> ed.).

Chang, Ha-Joon (ed.) (2003) *Rethinking Development Economics*.

Rodan, Garry et. al (2006) *Political Economy of Southeast Asia*.

Naughton, Barry (2007) *The Chinese Economy: transitions and growth*.

Amsden, Alice (1989), *Asia's Next Giant*.

Wade, Robert (1990), *Governing the Market*.

Chen, M. (2004) *Asian Management Systems*.

## Technology Used and Required

### Unit Web Page

Lecture and tutorial material as well as up to date information concerning any aspect of the unit, including any changes to the schedule, will be available to students by logging on to iLearn at <http://ilearn.mq.edu.au>.

## Unit Schedule

Week	Lectures
1	Introduction
2	United we stand - key Institutions
3	Hanging together - more key institutions
4	The sun is a red giant - the PRC
5	The sun also rises - origins of greatness in Japan
6	High noon - the Asian Century begins in the 1980s
7	The East is red ink - the origins of the crisis of the 1990s
8	<b>Mid-Semester Test</b>
9	Home away from home - labour relations, management, production
10	The hermit emerges - South Korea
11	Chicken or thousand year old egg? Politics, education etc
12	Distant thunder - South and South East Asia
13	Living in the past - the coming tsunami

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.ht](http://mq.edu.au/policy/docs/academic_honesty/policy.ht)

[ml](#)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.



## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

#### Learning outcomes

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Understand the development strategy and growth path that created these economic and business institutions.
- Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.

#### Assessment tasks

- Mid-semester test
- Essay
- Final Examination

### Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

#### Learning outcome

- Be able to critically evaluate policy prescriptions put forward in contemporary political-economic debates.

#### Assessment tasks

- Essay
- Final Examination

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### Learning outcomes

- Develop the capacity to work as part of a team.
- Be able to express ideas clearly and succinctly both verbally and in written format.

### Assessment tasks

- Essay
- Presentation
- Final Examination

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

### Learning outcomes

- Understand the characteristics and business institutions of the economies of East and Southeast Asia.
- Understand the development strategy and growth path that created these economic and business institutions.
- Achieve basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.
- Be able to critically evaluate policy prescriptions put forward in contemporary political-economic debates.

### Assessment task

- Essay