



# BBA 320

## Asian Business Environment

MQC2 Evening 2015

*Dept of Economics*

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## General Information

### Unit convenor and teaching staff

Unit Convenor

Alexander Blair

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Tuesdays 2 - 4pm

Moderator

Sean Turnell

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Credit points

3

Prerequisites

27cp including ((ECON110 or ECON111) and (6cp in Commerce designated 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:

An understanding of the characteristics and business institutions of the economies of East and Southeast Asia.

An understanding of the development strategy and growth path that created these economic and business institutions.

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

A capacity to work as part of a team.

An ability to critically evaluate policy prescriptions put forward in contemporary political-economic debates.

An ability to express ideas clearly and succinctly both verbally and in written format.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Mid-semester test</a>	30%	Week 7
<a href="#">Essay</a>	25%	Week 12
<a href="#">Presentation</a>	15%	Week 10 - Week 13
<a href="#">Final Examination</a>	30%	University Examination Period

### Mid-semester test

Due: **Week 7**

Weighting: **30%**

Will be held in the lecture during week 7.

One hour duration.

Short answer test on the lectures and reading materials for weeks 1-6.

On successful completion you will be able to:

- An understanding of the characteristics and business institutions of the economies of

East and Southeast Asia.

- Basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.

## Essay

Due: **Week 12**

Weighting: **25%**

Due date: Monday Week 12, 11 pm. Submit by email of Word document to lecturer.

Note Essay handout for details of alternative submission arrangements in case of medical or other mishap.

Length 2000 to 3000 words.

Topics available in Week 3 via iLearn. An essay writing guide will also be available.

On successful completion you will be able to:

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

## Presentation

Due: **Week 10 - Week 13**

Weighting: **15%**

Presentations will be based on group work, but individually assessed.

They will take place during weeks 10 - 13.

Arrangements will be made in the lecture of Week 3.

Guidelines will be available via iLearn.

On successful completion you will be able to:

- An understanding of the characteristics and business institutions of the economies of East and Southeast Asia.
- An understanding of the development strategy and growth path that created these

economic and business institutions.

- Basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.
- A capacity to work as part of a team.
- An ability to express ideas clearly and succinctly both verbally and in written format.

## Final Examination

Due: **University Examination Period**

Weighting: **30%**

Duration 2.5 hours.

A mix of short answer and essay type answers.

Examination covers material set out in Guide available from Week 9 via iLearn.

On successful completion you will be able to:

- An understanding of the characteristics and business institutions of the economies of East and Southeast Asia.
- An understanding of the development strategy and growth path that created these economic and business institutions.
- Basic comprehension of economic theories useful in analysing the behaviour and future prospects of these economies.
- An ability to critically evaluate policy prescriptions put forward in contemporary political-economic debates.
- An ability 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	<b>Mid-Semester Test</b>
8	The East is red ink - the origins of the crisis of the 1990s
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.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

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/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## 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>

## **Grade Appeals and Final Examination Script Viewing at the City Campus**

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.city.mq.edu.au/reviews-appeals.html>

## **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](#)

## **Attendance at the City Campus**

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally MQC monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be



recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

## **Student Support at the City Campus**

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing [info@city.mq.edu.au](mailto:info@city.mq.edu.au) with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email [info@city.mq.edu.au](mailto:info@city.mq.edu.au) or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

UNIWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning\\_skills](http://www.mq.edu.au/learning_skills)
- Personal assistance with your learning & study related questions

## **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.

### **IT Help at the City Campus**

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/>

[p/](#) or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

## **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**

- An understanding of the characteristics and business institutions of the economies of East and Southeast Asia.
- An understanding of the development strategy and growth path that created these

economic and business institutions.

- 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**

- An ability 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**

- A capacity to work as part of a team.
- An ability 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

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

### Assessment task

- Essay