



BBA 320

Asian Business Environment

S2 Day 2019

Dept of Economics

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Schedule advised through iLearn link

Tutor

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Credit points

3

Prerequisites

27cp at 100 level or above 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 patterns of business in East and South-East Asia, and especially the key commercial institutions found therein. Unit material 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 business behaviours. 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. The unit also explores 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 theory or other concepts will be taught within the curriculum. It will be useful to business and management students, and also fits well with the set of marketing 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:

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

Problem solving: apply theory to analyse the development strategy that created these business institutions.

Critical thinking: be able to critically examine and interpret research in current Asian business environments.

Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Class Test</u>	25%	No	Week 7 - in Lecture
<u>Report</u>	20%	No	Week 10 - 14th October 8pm
<u>Presentation</u>	20%	No	Week 9 - Week 12
<u>Final Examination</u>	35%	No	University Examination Period

Class Test

Due: **Week 7 - in Lecture**

Weighting: **25%**

This will be held in the lecture during Week 7, and will consist of short answer questions based on specific sections of the lectures in Weeks 1 to 6.

Students who are absent for the Mid-Session Test will score zero for this task. This penalty does not apply for cases in which an application for Special Consideration has been made and approved. If approved, policy allows for the provision of one additional assessment task. This task need not be the same as the missed assessment. It could be a test, essay or oral task. In submitting a Special Consideration application, the student is agreeing to make themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work will not be open to negotiation.

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Report

Due: **Week 10 - 14th October 8pm**

Weighting: **20%**

The Report is to be submitted using two links via the iLearn Unit page. Reports must be at least 2000 words, excluding references. They need not be significantly longer than this, and must not exceed 2,200 words.

Note, however, that students are given the option of submitting their Report by Monday 30th September at 8pm. This option is provided to you so that you can receive feedback on your progress, receive comments on your work, and to provide direction for your preparation for your presentation task. It is recommended, therefore, that students should aim to submit the Essay by the earlier date. Note: For work submitted between 30th September and 14th October, feedback will not be available to help you in time for your presentation.

Your Presentation will be on your chosen Report topic.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). Submissions will be accepted up until 96 hours after the due date (with a deduction by that time of 40% of the total available marks). This penalty does not apply for cases in which a Special Consideration application has been made and approved. Policy allows for the provision of one additional assessment task. This task need not be the same as the missed assessment. It could be a homework, essay or oral task. In submitting a Special Consideration application, the student is agreeing to make themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work will not be open to negotiation.

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Problem solving: apply theory to analyse the development strategy that created these business institutions.
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- Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Presentation

Due: **Week 9 - Week 12**

Weighting: **20%**

Presentations will be made as part of a group, but every student will receive a mark based on their individual performance independent of the other members of their group. The Presentations will take place in tutorial during Weeks 9 - 12. Your task will be to defend the argument you made on your chosen Report Topic. This part is worth 15%.

The Feedback task requires all students to comment on the various Presentations. These comments will be made directly into iLearn software as students are Presenting. This task will also be completed during tutorial times in Weeks 9 - 12.

Students who are absent during their allotted tutorial Presentation, will receive zero for this task. This penalty does not apply for cases in which an application for Special Consideration is made and approved. When an application has been approved, policy allows for the provision of one additional assessment task. This task need not be the same as the missed assessment. It could be an individual, group, homework, essay or oral task. In submitting a Special Consideration application, the student is agreeing to make themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work will not be open to negotiation.

On successful completion you will be able to:

- Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Final Examination

Due: **University Examination Period**

Weighting: **35%**

The Final Exam will consist of a mix of short answer and essay-style answer questions. A guide to the Final Examination will be available via iLearn. Students who experience misadventure which prevents them from attending the Final Examination, should complete a Special Consideration application. If this application meets the criteria set out in University guidelines, then the student may be offered a Supplementary Examination on the day and time timetabled by the University.

On successful completion you will be able to:

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business practice, 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

Class times and other information can be found via the link below. It will be possible to attempt changes to your timetable in the first two weeks of Session, though the class of your choice may not be available if it is fully enrolled.

http://students.mq.edu.au/student_admin/timetables

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, but in the main we will rely upon academic journal articles and upon handouts on specific topics to supplement the lectures. Specific reading suggestions will be made available via iLearn and you will be shown how to make use of the resources available in the University Library. For most purposes, the lectures and tutorial readings will cover most of what is needed for the Unit.

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>. Powerpoint or other presentation software is useful though not essential for the Class Presentation exercise. MS Word or compatible software is necessary for the Essay.

Core knowledge as an essential outcome of the Unit

This is a Unit in Asian studies, and there is a core of essential knowledge relevant to Asian business and commerce that the student must have absorbed at the completion of the Unit. This essential knowledge has been carefully chosen and is not excessive, and can be readily mastered in the time available to the student, but a Pass in the Unit will not be possible without it. This core knowledge will be listed in Guides, for example to the Mid-Session and the Final Exam, so that there will be no doubt as to the core knowledge that the student needs to acquire. The Presentation and Essay are exercises designed to add to and hone the students' skillsets, but they will also assist in mastering the relevant material. Examples of the type of material that will be covered, and the means with which it will be assessed, will be discussed in the first

lecture as well as subsequent Guides.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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

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.businessandeconomics.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) 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

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Problem solving: apply theory to analyse the development strategy that created these business institutions.
- Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Assessment tasks

- Class Test
- Report
- 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 outcomes

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Problem solving: apply theory to analyse the development strategy that created these business institutions.
- Critical thinking: be able to critically examine and interpret research in current Asian business environments.

Assessment tasks

- Report
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Problem solving: apply theory to analyse the development strategy that created these business institutions.

Assessment task

- Presentation

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

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Critical thinking: be able to critically examine and interpret research in current Asian business environments.
- Communication: be able to express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Assessment tasks

- Class Test
- Report
- Presentation
- Final Examination

Changes from Previous Offering

The weightings of some assessment tasks have been changed.