



ECON3020

Asian Business Environment

Session 2, Special circumstance 2020

Department of Economics

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Disclaimer

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Alexander Blair

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Contact via Email

Office located at 4EAR 450

Consultation hours TBA

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Credit points

10

Prerequisites

130cp at 1000 level or above including ((ECON110 or ECON111 or ECON1020) and (20cp at 2000 level or above))

Corequisites

Co-badged status

Unit description

This unit provides an introduction to the patterns of business in East and South-East Asia, and to 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. Topics may include: the Korean chaebol; Chinese gufen and TVEs; management styles and practices; marketing strategies, and key business behaviours; the path to economic development taken by the Asian economies; economic problems faced by the region in the last two decades; problems and opportunities likely to be encountered in decades to come. The unit requires no prior knowledge. It may be useful to business and management students, and also fits well with the set of marketing units offered by the School.

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:

ULO1: Analyse the characteristics and business institutions of the economies of East and Southeast Asia.

ULO2: Critically examine and interpret research in current Asian business environments.

ULO3: Express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Assessment Tasks

Name	Weighting	Hurdle	Due
Online Mid-session test	20%	No	Week 7
Country Analysis	20%	No	Week 8
Presentation	20%	No	Weeks 9-12 in tutorial
Online final examination	40%	No	Via University Timetable

Online Mid-session test

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 8 hours

Due: **Week 7**

Weighting: **20%**

A 90 minute open-book Class Test, comprising short and long answer questions, will be held mid session. The examination will be administered via iLearn.

On successful completion you will be able to:

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

Country Analysis

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 8**

Weighting: **20%**

Students will write a 1,500 word submission on a selected topic.

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Critically examine and interpret research in current Asian business environments.
- Express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 12 hours

Due: **Weeks 9-12 in tutorial**

Weighting: **20%**

Students will use their Report and research to make an Oral Presentation after the mid-session break. This will be worth 15%. The remaining 5% of marks are derived from student Q & A. This Presentation is pre-recorded and uploaded to iLearn.

On successful completion you will be able to:

- Critically examine and interpret research in current Asian business environments.
- Express ideas clearly and succinctly, using appropriate business practice, both verbally and in written format.

Online final examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 20 hours

Due: **Via University Timetable**

Weighting: **40%**

A two-hour open-book examination, comprising short and long answer questions, will be held during the University Examination Period. The examination will be administered online.

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of East and Southeast Asia.
- Critically examine and interpret research in current Asian business environments.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

All materials will be available via iLearn. There is no prescribed textbook for the Unit. Lectures will be delivered online.

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.*)

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

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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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.

Changes from Previous Offering

There has been a 5% re-weighting of assessment tasks.

