



# ECON3020

## Asian Business Environment

Session 2, In person-scheduled-weekday, North Ryde 2022

*Department of Economics*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	8

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## General Information

Unit convenor and teaching staff

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Contact via email

Room 416, 4 Eastern Road

Tuesday 2-4pm

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.

## General Assessment Information

### Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Presentation</u></a>	20%	No	Week 8-Week 13, starting from September 29th.
<a href="#"><u>Country Analysis</u></a>	20%	No	Due at the end of Week 13, November 6 2022, 11.59pm
<a href="#"><u>Online Mid-session test</u></a>	20%	No	Week 7, Thursday September 8
<a href="#"><u>Online final examination</u></a>	40%	No	During University Exam period, date TBC

## Presentation

Assessment Type [1](#): Presentation

Indicative Time on Task [2](#): 12 hours

Due: **Week 8-Week 13, starting from September 29th.**

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.

## Country Analysis

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Due at the end of Week 13, November 6 2022, 11.59pm**

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.

## Online Mid-session test

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 8 hours

Due: **Week 7, Thursday September 8**

Weighting: **20%**

A 60 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.

## Online final examination

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **During University Exam period, date TBC**

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.

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<sup>1</sup> 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.

<sup>2</sup> 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

Students will have access to a one-hour recorded material (video and the related PowerPoint slides) prior to the one-hour online weekly lecture, to be held via zoom. Students are strongly encouraged to review this recorded material prior to the one-hour lecture every week. There will also be a one-hour tutorial in the Students' allocated tutorial time. Tutorial attendance is compulsory as part of the assessment is scheduled during tutorials. Further details will be provided on this unit's iLearn page.

There is no prescribed textbook for this unit, but rather a list of essential readings, which will be accessible online.

## Unit Schedule

This unit is organised in three parts. Part I provides some theoretical insights and broad historical/institutional elements to critically discuss the insurgence of global crises in the context of the Asian contemporary capitalist development. We then go on with Part II where we contextualise these global challenges in relation to the specific contingencies as they have emerged in four key Asian countries, namely Vietnam, China, India and Japan. In Part III, we return to some broad reflections on capitalism and crises at the light of what we have learnt about these global challenges and they way these national contexts have tried to address these

global crises. This discussion will offer insights about the economic and business environments in these key Asian contexts.

## Part I

<p>Week 1</p> <p>Starting on July 25</p>	<p><b>Global Challenges in context: capitalism and crises</b></p> <p>Robinson, W. I. (2014). <i>Global capitalism and the crisis of humanity</i>. Cambridge University Press. Chapter 1 (Global Capital and Global Labour)</p> <p>Global Challenges in the Asian context</p> <p><a href="https://www.iias.asia/the-newsletter/article/rethinking-asia-21st-century">https://www.iias.asia/the-newsletter/article/rethinking-asia-21st-century</a></p> <p><a href="https://www.europeanbusinessreview.eu/page.asp?pid=2418">https://www.europeanbusinessreview.eu/page.asp?pid=2418</a></p> <p><a href="https://www.schroders.com/en/insights/economics/the-four-ms-why-the-21st-century-belongs-to-asia/">https://www.schroders.com/en/insights/economics/the-four-ms-why-the-21st-century-belongs-to-asia/</a></p> <p>Understanding crises in the economics context:</p> <p><a href="https://youtu.be/ejJRhn53X2M">https://youtu.be/ejJRhn53X2M</a></p> <p><a href="https://youtu.be/fSQgCy_ilcc">https://youtu.be/fSQgCy_ilcc</a></p>
<p>Week 2 starting on August 1</p>	<p><b>The Demographic Global Challenge</b></p> <p>Hester, H. (2018). Care under capitalism: The crisis of “women's work”. <i>IPPR progressive review</i>, 24(4), 343-352.</p> <p>Sardak, S., Korneyev, M., Dzhyndzhoian, V., Fedotova, T., &amp; Tryfonova, O. (2018). Current trends in global demographic processes. <i>Problems and Perspectives in Management</i>, 16(1), 48-57.</p> <p><b>Population ageing and the challenges it poses:</b></p> <p><a href="https://youtu.be/x4r0S5qoIXc">https://youtu.be/x4r0S5qoIXc</a></p> <p><a href="https://youtu.be/8aSf6rsdvrk">https://youtu.be/8aSf6rsdvrk</a></p> <p><a href="https://youtu.be/0zcC9M4QKIU">https://youtu.be/0zcC9M4QKIU</a></p>
<p>Week 3</p> <p>starting on August 8</p>	<p><b>The Ecology and Energy Global Challenge</b></p> <p>Howes, S. and P. Wyrwoll (2012), 'Asia's Environmental Problems: Common Features, and Possible Solutions', in Zhang, Y., F. Kimura and S. Oum (eds.), <i>Moving Toward a New Development Model for East Asia- The Role of Domestic Policy and Regional Cooperation</i>. ERIA Research Project Report 2011-10, Jakarta: ERIA. pp.55-120</p> <p><b>How can population growth and resources be brought into balance?</b></p> <p><a href="https://www.millennium-project.org/challenge-3/">https://www.millennium-project.org/challenge-3/</a></p> <p><b>How can growing energy demands be met safely and efficiently?</b> <a href="https://www.millennium-project.org/challenge-13/">https://www.millennium-project.org/challenge-13/</a></p> <p>Activity: The Ecological GC The limit to growth model (MIT, 1972)</p> <p><a href="https://youtu.be/U7Z6h-U4Cml">https://youtu.be/U7Z6h-U4Cml</a></p>

<p>Week 4 starting on August 15</p>	<p><b>The Labour and Inequality Global Challenge</b></p> <p>Jackson, T. (2019). The post-growth challenge: secular stagnation, inequality and the limits to growth. <i>Ecological economics</i>, 156, 236-246.</p> <p>Huang, B., Morgan, P. J., &amp; Yoshino, N. (2019). <i>Demystifying Rising Inequality in Asia</i>. Asian Development Bank Institute. Chapter 2</p> <p>Rural/urban inequality</p> <p><a href="https://youtu.be/--tB7sTTmRg">https://youtu.be/--tB7sTTmRg</a></p>
<p>Week 5 starting on August 22</p>	<p><b>The Global Mode of Production Challenge</b></p> <p>Gereffi, G. (2018). <i>Global value chains and development: Redefining the contours of 21st century capitalism</i>. Cambridge University Press. Chapter 1</p> <p>Whittaker, D. H., Zhu, T., Sturgeon, T., Tsai, M. H., &amp; Okita, T. (2010). Compressed development. <i>Studies in Comparative International Development</i>, 45(4), 439-467.</p> <p>Global production and value creation</p> <p><a href="https://youtu.be/2QsX6BWw21M">https://youtu.be/2QsX6BWw21M</a></p> <p><a href="https://youtu.be/ktx2_Dzy3tM">https://youtu.be/ktx2_Dzy3tM</a></p> <p><a href="https://youtu.be/GppysScJ-68">https://youtu.be/GppysScJ-68</a></p>
<p>Week 6 starting on August 29</p>	<p><b>The Technological Global Challenge</b></p> <p>Abeliansky, A. L., Algur, E., Bloom, D. E., &amp; Prettnr, K. (2020). The future of work: meeting the global challenges of demographic change and automation. <i>International Labour Review</i>, 159(3), 285-306.</p> <p>Benanav, A. (2019). Automation and the Future of Work-I. <i>New Left Review</i>, (119), 5-38.</p> <p>Benanav, A. (2019). Automation and the Future of Work-2. <i>New Left Review</i>, (120), 117-146.</p>
<p>Week 7 Starting on September 5</p>	<p>Mid-session exam: A 60 minute open-book Class Test, comprising short and long answer questions, will be held in Week 7. This exam will cover material from Week 1 to Week 6 included.</p>

## Part II

<p>Week 8 starting on September 26</p>	<p><b>Global Challenges: India</b></p>
<p>Week 9 Starting on October 3</p>	<p><b>Global Challenges: China</b></p>

Week 10 Starting on October 10	<b>Global Challenges: Vietnam</b>
Week 11 Starting on October 17	<b>Global Challenges: Japan</b>

## Part III

Week 12 starting on October 24	<b>Crises, Market Regulation and Policy</b>  Sen, A. (2009). Capitalism beyond the crisis. New York review of books.  Narula, R. (2019). Enforcing higher labor standards within developing country value chains: Consequences for MNEs and informal actors in a dual economy. Journal of International Business Studies, 50(9), 1622-1635.
Week 13 Starting on November 1	<b>Global challenges: crises or opportunities?</b>  Gereffi, G. (2018). <i>Global value chains and development: Redefining the contours of 21st century capitalism</i> . Cambridge University Press. Chapter 13  Robinson, W. I. (2014). <i>Global capitalism and the crisis of humanity</i> . Cambridge University Press. Chapter 5 (Policing Global Capitalism).

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of



Conduct: <https://students.mq.edu.au/admin/other-resources/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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual

assault

- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.