



ECON3020

Asian Business Environment

Session 1, In person-scheduled-weekday, North Ryde 2023

Department of Economics

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General Information

Unit convenor and teaching staff

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Room 416, Level 4, 4ER Building, 4 Eastern Road Macquarie University

Thursday 10am-11am and 1pm-2pm

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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.

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 11.55 pm. 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
Midterm examination	30%	No	Week 7, Thursday April 6th
Presentation	40%	No	Week 11, May 19th 11.55pm (presentations in W8-W10)
Final essay (country analysis)	30%	No	Week 13, Friday June 2nd 11.55pm

Midterm examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 20 hours

Due: **Week 7, Thursday April 6th**

Weighting: **30%**

A mid-term test comprising short essay questions.

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.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 12 hours

Due: **Week 11, May 19th 11.55pm (presentations in W8-W10)**

Weighting: **40%**

Students will participate in a group presentation (worth 20%) and an individual component (worth an additional 20%).

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.

Final essay (country analysis)

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 13, Friday June 2nd 11.55pm**

Weighting: **30%**

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.

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

This unit involves a one hour recorded lecture, one hour weekly live lecture via zoom and one hour weekly tutorial meeting (the 1+1+1 delivery mode). 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 and UC's lecture notes prior to the one-hour lecture every week.

Students are strongly encouraged to attend the weekly live lectures, which will focus on key concepts and themes and their applications.

There is no prescribed textbook for this unit, but rather a list of essential readings, which will be accessible online. Students will be directed to work on the weekly materials including UC's recorded material, UC's lecture notes and articles.

There will also be a one-hour tutorial in the Students' allocated tutorial time. Tutorial meetings will offer students opportunities to discuss, individually and in groups, key concepts and themes through a small set of tutorial questions (1-2 questions per week). Tutorial attendance is compulsory. This is for several reasons including (i) the fact that students' groups will work during tutorial meetings on tutorial questions that prepare them for this unit's assessment, and (ii) students will work in groups on their group work during tutorial meetings.

Further details will be provided in this unit's iLearn page.

Unit Schedule

This unit is organised in three parts.

Part I, from week 1 to week 7 included, provides some theoretical insights and broad historical/institutional elements to critically discuss the Asian contemporary capitalist development of the last few decades.

This discussion will focus on 5 key global challenges, namely:

1. the Demographic Global Challenge,
2. the Ecology and Energy Global Challenge
3. the Labour and Inequality Global Challenge,
4. the Global Mode of Production Challenge,
5. the Technological Global Challenge.

In this part of ECON3020 we will discuss how we can understand the emergence of these global challenges in the context of capitalist development and its associated crises, and how these crises shape the business environment in key Asian countries.

We then go on with Part II, from week 8 to week 11 included, 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. We will discuss how these global challenges have emerged and developed in these specific contexts, and we will investigate the way these national contexts have tried to address these global crises.

In Part III, from week 12 to week 13 included, we return to some broad reflections on capitalist development as a context where global crises emerge. We will focus on the policy environment and the way markets, governments and communities shape policies aimed to these global challenges and offer some interesting opportunities for institutional and individual action.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (<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 or if you are a Global MBA student contact 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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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/.

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.