



ECON3020

Asian Business Environment

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Economics

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General Information

Unit convenor and teaching staff

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Credit points

10

Prerequisites

120cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit covers business patterns in East and South-East Asian economies and their link to key commercial and economic institutions. The unit focuses on Japan, the Republic of Korea and the People's Republic of China as examples of commercial practices and institutions within the region. Students learn the management styles and practices, marketing strategies and key business behaviours in these countries. The unit also discusses the business and economic problems faced by the region in the past two decades, and the challenges and opportunities in the decades to come.

This unit students' engagement with and understanding of global challenges associated with demographics, the ecology and energy, labour markets and inequality, global modes of production and technology, focusing on China, India, Japan and Vietnam. Students examine the notion of "global" and "local" in Asian business environments and understand how local/national/regional realities shape the perceptions and actions of governments and communities that affect the management of global challenges. The unit requires no prior economic knowledge.

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 selected

Asian economies.

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

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

General Assessment Information

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
Formal and observed learning: Exam	30%	No	Examination Period (on campus)
Skills development: Societal challenges	30%	No	30/05/2025
Professional practice: Addressing global challenges	40%	No	Weeks 9-12 (in tutorials)

Formal and observed learning: Exam

Assessment Type ¹: Examination

Indicative Time on Task ²: 20 hours

Due: **Examination Period (on campus)**

Weighting: **30%**

The purpose of this assessment is for students to demonstrate the expertise they have gained in Asian Business Environment. You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips. **Deliverable:** Formal exam Individual assessment

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of selected Asian economies.
- Critically examine and interpret research in current Asian business and economic environments.
- Express ideas clearly and succinctly, individually and as a group, using appropriate business practice, both verbally and in written format.

Skills development: Societal challenges

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 20 hours

Due: **30/05/2025**

Weighting: **30%**

The purpose of this assessment is for students to demonstrate awareness of the complexity of societal challenges, through showcasing their appreciation of different perspectives. Students will collect 5 artefacts that showcase different perspectives of societal challenges presented in lectures. At the end of the session, students will submit a 500-word report, reflecting on how these different perspectives have transformed their understanding of these challenges. **Skills in focus:** - Critical thinking skills - Communication skills - Analytical Skills - adapting and applying knowledge and concepts **Deliverable:** Portfolio containing 5 artefacts and a 500-word report Individual assessment

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of selected Asian economies.
- Critically examine and interpret research in current Asian business and economic environments.
- Express ideas clearly and succinctly, individually and as a group, using appropriate business practice, both verbally and in written format.

Professional practice: Addressing global challenges

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Weeks 9-12 (in tutorials)**

Weighting: **40%**

The purpose of this assessment is for students to work collaboratively and develop expertise in crafting solutions to contemporary global challenges. You will work in teams to research and address the five global challenges, and the impact on stakeholders. The task consists of individual posters for each team member, followed by the team's presentation of the posters after receiving feedback. **Skills in focus:** - Analytical skills - Communication skills - Teamwork - Work readiness - Research skills **Deliverable:** Poster and Presentation Individual and Group assessment

On successful completion you will be able to:

- Analyse the characteristics and business institutions of the economies of selected Asian economies.
- Critically examine and interpret research in current Asian business and economic environments.
- Express ideas clearly and succinctly, individually and as a group, 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

There will be a weekly 2 hour lecture and a one hour tutorial (starting in Week 2). There will also be a Q&A at the end of each lecture to provide students with the opportunity to clarify issues relating to the lecture or assessments.

Attendance at lectures is highly recommended, while attendance at tutorials is compulsory. However, discussions in lectures will provide essential material for group activities in tutorials that will guide your work for the within-session assessments (Portfolio and Presentation).

* **It is essential that students attend the first lecture (Week 1)**, where the UC will outline the roadmap of the unit, and provide the purpose, important details and examples of assessments (eg. what is an artefact and how do you reflect on one?). A hands-on practice session will take place in the first tutorial (Week 2), which will draw from these examples.

More details will be provided on the unit's iLearn page.

Unit Schedule

Weekly Topic Guide

Week 1 - Overview of the purpose and organisation of the unit, learning activities and assessments, with an introduction to the five global challenges and the regions in focus (East Asia; South Asia; ASEAN).

Weeks 2, 3 - Challenge 1: Demographic transitions and labour market effects

Weeks 4, 5 - Challenge 2: Economic inequality and social fragmentation

Weeks 6, 7 - Challenge 3: Technological disruption and the digital divide

Weeks 8, 9 - Challenge 4: Climate change, energy transitions and environmental sustainability

Weeks 10, 11 - Challenge 5: Geopolitical tensions, supply networks and trade dependencies

Week 12 - Demystifying the five global challenges: an economic perspective

Week 13 - Special presentation

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 connect.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 the [Service Connect Portal](#), 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.

Unit information based on version 2025.03 of the [Handbook](#)