Course Syllabus and Description

Doing Business in Asia

Master of International Business Program
38.04.02 Management

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Doing Business in Asia

COURSE DESCRIPTION

The course syllabus sets minimal requirements for student’s knowledge and skills and determines the content and forms of study and performance evaluation. The course syllabus is designed and suitable for faculty teaching this course, teaching assistants and students studying in the Master of International Business program.

The syllabus is developed according to:

- the standard educational requirements of «National Research University «Higher School of Economics» (HSE) for the Degree code 38.04.02 in Management;
- the Master of International Business program curriculum.

Pre-requisites:
International Business Research
International Relations
World Economy

Course type: elective

Abstract: This course is designed to provide an overview of various aspects of doing business in China, South Korea and Japan. The course is broadly divided into three parts. The first part of the course defining globalization and international business. The second parts deals with business context and business management. These two parts provide the overview the macro environment economies of China, South Korea and Japan, including the economy and culture that affect business and management practices in each country. Such overview equips students with a firm basis to be able to analyze the key environmental factors that affect how business is conducted in those economies. The third part emphasizes on the practical aspects of doing business in China, South Korea and Japan - business opportunities and challenges facing foreign companies and business and management practices so students will gain an in-depth understanding of how to do business in those countries. In addition to broad knowledge of the region, assignments and projects will give students opportunities to further develop expertise in a selected country of his/her choice.

LEARNING OBJECTIVES AND OUTCOMES

As a result of the course, the student should have:

- **Knowledge:** of political, economic, financial and cultural context of entering the Chinese, South Korean and Japanese markets and the unique opportunities and challenges of working in their business environments.
- **Ability:** to use statistical data, analytical national and industry reviews, research publications, and the latest business news to analyze the current conditions of starting and expanding a foreign business and make strategic decisions regarding the ways of establishing a new business with foreign participation.
- **Awareness:** a conception of current problems facing foreign investors, including those problems under discussion among the main participants, and possible methods of their resolution.
- **Skills**: to critically evaluate analytical and scientific materials on the given issues and effectively use them in practice.

Student will also be able:

- To know basic brief knowledge of the economic history and current economic situation in China, South Korea and Japan;
- To become familiar with many of the major industries and companies in China, South Korea and Japan;
- To understand the business environment in China, South Korea and Japan;
- To recognize how management and cross cultural differences affect and impact on the ways of doing business in China, South Korea and Japan;
- To gain a working level of competence for engaging in international business activities in China, South Korea and Japan and with business people from these countries.

**General (Common) Competences**

<table>
<thead>
<tr>
<th>Competence</th>
<th>Descriptors – main features of learning (achievement criteria)</th>
<th>Forms and methods of study. Evaluation methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to develop analytical skills to revise approaches to initiate business in East Asia. Creativity and leadership, ability to generate new ideas and evaluate opportunities in East Asia business environment.</td>
<td>Able to analyze and evaluate current conditions of doing business in East Asian countries, identify driving sectors and growth enablers, generate high potential ideas and find optimal solutions for their implementation.</td>
<td>Lectures Discussions Presentations Term paper</td>
</tr>
</tbody>
</table>

**Special (Subject-oriented) Competences**

<table>
<thead>
<tr>
<th>Competence</th>
<th>Descriptors – main features of learning (achievement criteria)</th>
<th>Forms and methods of study. Evaluation methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to increase an intellectual and cultural level and build a carrier path.</td>
<td>Uses analytical and practical skills in decision making process and providing recommendations on the ways of entering the East Asia markets to current and future employers.</td>
<td>Instructions Presentations Discussions Term paper</td>
</tr>
<tr>
<td>Ability to utilize knowledge of doing business in China, South Korea and Japan for future professional and social life.</td>
<td>Able to professionally evaluate the potential of the East Asia business environment, identify feasible opportunities, make decisions on the most effective entry model, appropriate local partners, geographical position, business format and other essential attributes for starting and growing a foreign business in East Asia.</td>
<td>Instructions Presentations Discussions Term paper</td>
</tr>
</tbody>
</table>
COURSE PLAN*

Breakdown of topics and hours

<table>
<thead>
<tr>
<th>№</th>
<th>Topics</th>
<th>Contact Hours</th>
<th>Homework</th>
<th>Hours total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Introduction. Defining Globalization and International Business</td>
<td>4</td>
<td>8</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>• Introduction to Economic History of East Asia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Business Context and Business Management in East Asia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td><strong>40</strong></td>
<td><strong>88</strong></td>
<td><strong>128</strong></td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>12</td>
<td>24</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>South Korea</td>
<td>12</td>
<td>24</td>
<td>36</td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>12</td>
<td>24</td>
<td>36</td>
</tr>
</tbody>
</table>

READING LIST

Core textbooks:
• *Doing Business 2015- Japan*
• *Doing Business in China Guide, 2015*
• *Doing Business in China, 2015*
• *Doing Business-2015, S. Korea*

**GRADING SYSTEM AND GUIDELINES FOR KNOWLEDGE ASSESSMENT**

**Methods of evaluation:**

**Attendance and participation requirements**
Students are required to attend all classes and read all assigned readings prior to seminars. The instructor will assign students (or group of students) to make presentations for seminars on various topics (topics to be provided). Each student is expected to be an active participant in discussions and to offer meaningful analysis and convincing arguments in support of arguments. Coming to class is necessary to earn attendance grade. Students earn their participation grade by contributing their assessment and judgments to the discussion.

**Term paper**
Students are required to work on a term paper and consult with the instructor in choosing their paper topics. The 15-page (typed, 1.5 spaced, including endnotes, bibliography, and graphs and tables) printed term paper is due at the last class of instruction. Plagiarism is prohibited, the information, data, and/or ideas that are obtained from other sources for use in the paper must be cited and referred to in the paper. The term paper should identify the question to be addressed, discuss its relevance to the purpose of the course.

**Course grade**
Grades are based on attendance (10%-lectures and 10%-seminars), seminar participation (10%), seminar individual presentation (10%), term paper (20%), and a final test (40%).

For each of the above aspects of evaluation the student receives, correspondingly, on a 10-point scale:
- Attendance- 0.2*A;
- Class participation- 0.1*B;
- Seminar individual presentation- 0.1*C;
- Term paper- 0.2 x D;
- Final test- 0.4 x E.

A, B, C, D, E are grades based on a 10-point scale.

Discussion and examination questions are broadly based on the course topics.

**METHODS OF INSTRUCTION**

The course is taught in the Master of International Business program. The main targeted groups of the course are Russian and foreign students studying at HSE.

The class will meet once a week for 4 hours. Typically, there will be lectures and discussions of the material covered in the corresponding section. Attendance and participation in the classes are required. The course concludes with an essay followed by a written exam.
SPECIAL EQUIPMENT AND SOFTWARE SUPPORT

Laptop, projector

*The full version of the Course program is available in the students’ personal LMS account