

*Government of the Russian Federation*  
Federal State Autonomous Educational Institution of Higher Education  
**National Research University - Higher School of Economics**

**Faculty of World Economy and International Affairs**

Course Syllabus and Description

**Doing Business in Asia**

for Master's Program "International Business"

*Degree Code 080200.68 "Management"*

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Recommended by the WEIA Faculty Methodology and studies Section

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## **I. Course Overview**

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 at the Master's program "International Business", Degree code 080200.68 "Management".

The syllabus is developed according to:

- the standard educational requirements of the Federal State Autonomous Educational Institution of Higher Education «National Research University «Higher School of Economics» (HSE) for the Degree code 080200.68 "Management";
- the education program 080200.68.
- the University working curriculum of the Degree code 080200.68 "Management", Master's Program "International Business".

## **COURSE OBJECTIVES:**

- To 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 understanding of 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.

## **2. Course Description:**

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.

## **COURSE POSITION**

The course is taught at the Master's program "International Business". 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.

Status: optional course.

## **PREREQUISITES**

No specific prerequisites are required for this course but basic competences in international business, management, logistics, and finance would be helpful.

### **CORE COMPETENCES DEVELOPED WITHIN THE COURSE**

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.

### **General (Common) Competences**

Competence	Descriptors – main features of learning (achievement criteria)	Forms and methods of study. Evaluation methodology
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.	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.	Lectures Discussions Presentations Term paper

### **Special (Subject-oriented) Competences**

Competence	Descriptors – main features of learning (achievement criteria)	Forms and methods of study. Evaluation methodology
Ability to increase an intellectual and cultural level and build a carrier path.	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.	Instructions Presentations Discussions Term paper
Ability to utilize knowledge of doing business in China, South Korea and Japan for future professional and social life.	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.	Instructions Discussions Presentations Term paper

### **3. Course Topics:**

Breakdown of topics and hours

№	Topics	Contact Hours	Homework	Hours total
		Lectures		
1	<ul style="list-style-type: none"> <li>• Introduction. Defining Globalization and International Business</li> <li>• Introduction to Economic History of East Asia</li> <li>• Business Context and Business Management in East Asia</li> </ul>	12	8	4.5
2	China	12	24	36
3	South Korea	12	24	36
4	Japan	12	24	36
	Total	<b>48</b>	88	128

## COURSE TOPICS DESCRIPTION

### **Introduction.**

Defining Globalization and International Business. (a) The Historical Perspective of Globalization of Business; (b) the Concept of Globalization; (c) The Reasons for Support and Criticism of Globalization; (d) Global Business Expansion Strategy; (e) the Concept of International Business and the Motives for International Business Expansion; (f) Strategy for Managing Business in the Globalization Era.

### **Introduction to Economic History of East Asia.**

(a) Rapid Economic Growth, (b) Rapid Structural Change and Changing Competitive Advantages, (c) Growing Regionalization and Internationalization of the Economies, (d) Social Dimensions and Consequences.

### **Business Context and Business Management in East Asia.**

(a) Environment and Market, Trend Analysis; (b) Competition; (c) Local Business Cultures and Management; (d) Nature of Entrepreneurship; (e) Marketing and Branding, Gender, Corporate Social Responsibility.

### **China.**

Introduction: (a) Rapid Growth; (b) Social issues; (c) Poverty and Inequality; (d) Labor Markets and Human Resources; (e) Regional Development; (f) Environmental Issues; (g) Ethnic minorities and social classes

Institutions, actors, public policy: (a) Ownership and Business Structures

Macroeconomic and International Dimensions: (a) Macroeconomic Indicators; (b) ASEAN and Regional Economic Cooperation

Major Sectors: (a) Agricultural Development; (b) Industrial Transformation; (c) The Service Economy

Business Development in China (a) Business Environment; (b) Entering the Market; (c) Establishing the Presence; (d) Business Opportunities; (e) Finance and Taxation; (f) Transportation; (g) Business Culture; (h) Negotiation

### **South Korea.**

Introduction: (a) Rapid Growth; (b) Social issues; (c) Poverty and Inequality; (d) Labor Markets and Human Resources; (e) Regional Development; (f) Environmental Issues; (g) Ethnic minorities and social classes

Institutions, actors, public policy: (a) Ownership and Business Structures

Macroeconomic and International Dimensions: (a) Macroeconomic Indicators; (b) ASEAN and Regional Economic Cooperation

Major Sectors: (a) Agricultural Development; (b) Industrial Transformation; (c) The Service Economy

Business Development in China (a) Business Environment; (b) Entering the Market; (c) Establishing the Presence; (d) Business Opportunities; (e) Finance and Taxation; (f) Transportation; (g) Business Culture; (h) Negotiation

## **Japan.**

Introduction: (a) Rapid Growth; (b) Social issues; (c) Poverty and Inequality; (d) Labor Markets and Human Resources; (e) Regional Development; (f) Environmental Issues; (g) Ethnic minorities and social classes

Institutions, actors, public policy: (a) Ownership and Business Structures

Macroeconomic and International Dimensions: (a) Macroeconomic Indicators; (b) ASEAN and Regional Economic Cooperation

Major Sectors: (a) Agricultural Development; (b) Industrial Transformation; (c) The Service Economy

Business Development in China (a) Business Environment; (b) Entering the Market; (c) Establishing the Presence; (d) Business Opportunities; (e) Finance and Taxation; (f) Transportation; (g) Business Culture; (h) Negotiation

## **TEACHING MATERIALS**

### *Core textbooks:*

- *Ed. by Henry Wai-chung Yeung, Handbook of Research on Asian Business, 2007, Edward Elgar*
- *Ed. by Kwok Leung, Steven White, Handbook of Asian Management, 2004, Kluwer Academic Publishers*
- *James C. Abegglen, 2006, 21st Century Japanese Management: New Systems, Lasting Values, Palgrave Macmillan*
- *John B. Cullen, K. Praveen Parboteeah, 2010, International Business, Strategy and the Multinational Company, Taylor & Francis*
- *Kai-Alexander Schlevogt, 2002, The art of Chinese management: theory, evidence, and applications, Oxford Univ. Press*
- *Keith Jackson and Miyuki Tomioka, 2003, The Changing Face of Japanese Management, Routledge*
- *Kwong Kai-Sun, Chau Leung-Chuen, Francis T. Lui, Larry D. Qiu, 2001, Industrial Development in Singapore, Taiwan and South Korea, World Scientific Publishing Co.,*
- *Laura C. Nelson, 2012, Measured Excess: Status, Gender, and Consumer Nationalism in South Korea, Columbia University Press*
- *Morrison T., Conaway W.A., Kiss, Bow, or Shake Hands: Asia, 2006, Adams Media*
- *Myung Oak Kim, 2010, The New Korea: An Inside Look at South Korea's Economic Rise , AMACOM*
- *Regional Economic Outlook: Asia and Pacific, Managing Spillovers and Advanced Economic Rebalancing, Apr. 2012, IMF*
- *Tang Jie and Anthony Ward, 2002, The Changing Face of Chinese Management, Routledge*

- Ted Sun, 2010, *Inside the Chinese Business Mind: A Tactical Guide for Managers*, Praeger
- Yeon-ho Lee, 1997, *The State, Society and Big Business in South Korea*, Routledge
- *Doing Business 2016- Japan*
- *Doing Business in China Guide, 2016*
- *Doing Business in China, 2016*
- *Doing Business-2016, S. Korea*

## **PERFORMANCE EVALUATION:**

### **Methods of evaluation:**

#### **Attendance and participation requirements**

Students are required to attend all classes and read all assigned readings prior to classes. The instructor will assign students (or group of students) to make presentations 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), class participation (10%), 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-  $0.1 * B$ ;
- Individual presentation-  $0.1 * C$ ;
- Term paper-  $0.2 * D$ ;
- Final test-  $0.4 * E$ .

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

## **DISCUSSION AND EXAMINATION QUESTIONS:**

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