

School of Marketing and International Business

MARK 407 ASIAN BUSINESS ENVIRONMENT

Trimester One 2008

COURSE OUTLINE

Contact Details

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Personal webpage (includes research and writing on Asia):

<http://www.vuw.ac.nz/~caplabtb/beal.html>

Class Times and Room Numbers

The class meets on Thursdays, 13.40-16.30 in RHG01

Course Objectives

The 21st century has often been labelled ‘the Asian century’ and it is important for students, whatever their discipline, to have a basic understanding of the role of Asia in the contemporary world.

An important aspect of the course will be the ongoing discussion in the weekly seminar of both the group and the individual research. In this way students will combine in-depth research with informed exposure to wider issues. Students are also expected to keep up to date with current developments especially but not exclusively in their selected areas of research.

We also plan to have visiting speakers who will be able impart their experience of working in Asia. Students will also be encouraged to attend seminars of the Asian Studies Institute (<http://www.victoria.ac.nz/asianstudies/>) and will be invited to relevant meetings of the Asia Forum (http://www.apri.ac.nz/Asia_Forum/).

Course Content

This course will focus on the four major economies of Asia – Japan, Greater China (China, Hong Kong, Taiwan), South Korea, and India – and their transformation of the global economy. Other countries or areas (such as Islamic Southeast Asia) may be added in response to the specific interests of students in the course.

The course will combine group research on a particular country or geographical area with individual research on a theme of relevance and importance to the Asian economies.

A: Group project

The group will select a particular economy, or group of economies, and compile a report which will have three major components.

Structural overview

- Geographical and historical background
- Composition and change in the macro-economy
- Direction and composition of foreign trade
- Direction and composition of (inwards) Foreign Direct Investment
- Direction and composition of (outwards) Overseas Direct Investment
- Current policies in respect of economic and social development, and external economic relations
- Major demographic and social trends of interest to foreign business

Current developments

An up-to-date survey of economic and related developments over the last few years, usually starting from a major political event such as the formation of a new government, congress of the Chinese Communist Party, etc.

Relationship with New Zealand

- Composition and change in foreign trade, and mutual investment
- Major joint ventures
- High-level political and economic relationships (visits of prime ministers, meetings of joint business councils, etc)
- Role of the diasporic community in New Zealand, and that of returned students, and expatriates, in the specific economy

In order to impart rigour and relevance to this exercise it will be couched in terms of a report, and accompanying presentation, to a high-level task force charged with promoting New Zealand in Asia. This 'NZ Inc. Task Force' might be imagined as comprising the Prime Minister, the CEO of New Zealand Trade and Enterprise (NZTE), the Executive Director of the Asia:NZ Foundation, CEOs of major corporates, and Chairs of appropriate business councils, such as the Japan New Zealand Business Council. Appropriate people representative of this 'NZ Inc. Task Force' will be invited to the formal presentation on 29 May.

B: Individual thematic research

This theme will be selected by the student after consultation with the course coordinator. Examples include, but are by no means limited to:

- Demographic transition, especially the ageing society, and its effect on markets
- Liberalisation and protectionism
- East Asia Summit
- APEC
- The impact of the rise of China/India on world trade patterns
- Services Offshoring
- Industry studies, e.g. IT, automobiles
- Islamic financial structures, practice, and impact
- The changing pattern of FDI
- Cross-cultural marketing, management
- International Joint Ventures

Students should seek to utilise the synergies between the group and individual projects, both at a personal level (one's own thematic essay, one's own group project) and at a class level, drawing on discussion in the seminar.

Schedule

This is a preliminary schedule which will be amended as the course progresses. Please check the course page for the latest version. Tim Beal will provide an overview of the four major economies in weeks 2 and 3, thereafter, except when we have visitors, the emphasis will be on students, both in groups and as individuals, leading the discussion. In general, each session will start with a discussion of current events, and recent publications, using relevant pages on Tim Beal's website as the starting point; mainly 'world issues', 'China & India', and 'Japan'. The index page for this site is at <http://www.vuw.ac.nz/~caplabtb/dprk>.

The final session will be devoted to formal group presentations, to which outsiders will be invited

<i>Week</i>	<i>Date</i>	<i>Speaker</i>	<i>Topic</i>
1	28-Feb-08	Tim Beal Charlotte Clements (Assistant Commerce Librarian)	Introduction Information resources
2	06-Mar-08	Tim Beal	Japan; Chinese Economic Area
3	13-Mar-08	Tim Beal	Korea; India
4	20-Mar-08	Guest Speaker	
5	27-Mar-08	Guest Speaker	
6	03-Apr-08	Guest Speaker	
7	10-Apr-08	Guest Speaker	
	17-Apr-08	mid-trimester break	
	24-Apr-08	mid-trimester break	
8	01-May-08	Guest Speaker	
9	08-May-08	Guest Speaker	
10	15-May-08	Guest Speaker	
11	22-May-08	Guest Speaker	
12	29-May-08	All students	Group presentations

Expected Workload

Breakdown	hours
Seminar	3
Group research and presentation preparation	3
Individual research and presentation preparation	4
Total	10

Group Work

It is expected that students will spend approximately 3 hours per week on researching their group country/area, discussing issues and problems, and preparing both for the weekly presentation and the formal end of course presentation. This work should be done in unison and not split up amongst group members. An essential part of the learning process is to work through the problems of doing research – finding information, assessing its relevance and authority, relating it to other, sometimes contradictory, information, making use of it to answer research questions, etc.

Unless there is reason to think otherwise it will be presumed that all members of the group have contributed equally and so will receive the same mark for group work.

Readings

A list of readings and information resources will be found on the coursepage (<http://www.vuw.ac.nz/~caplabtb/m407w08>).

This is subject to amendment and updating as the course progresses.

Materials and Equipment

There are no special requirements for materials or equipment. However, all students should have access to EndNote X. Check at the Commerce Library if you do not have this.

Assessment Requirements

Assessment	Date	Marks
Individual thematic research essay	Friday 16 May	30
Group research presentation	Thursday 29 May	10
Group research report	Friday 30 May	20
Final Examination	During examination period 5 - 25 th June	40

Penalties

A word limit is set so that I can give equal attention to everybody's work. It is also important to remember that more does not equal better, and that concise communication is highly valued in business. You will be penalised by a loss of 10% of marks for every 100 words over the limit.

In fairness to other students, work submitted after the deadline will incur a penalty of 5% of the marks for the assignment for each weekday late.

You are expected to plan your work to make sufficient allowance for the requirements of other courses, work commitments, etc. In the event of serious illness or bereavement please talk to the course co-ordinator.

Mandatory Course Requirements

Students are required to complete each item of assessment (individual essay, group presentation and report) and achieve at least 50% in the final examination.

Communication of Additional Information

Information will be available on the coursepage at <http://www.vuw.ac.nz/~caplabtb/m407w08>. There will be a link to this in blackboard

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to

<http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.