

BUSS6024

Business in ASEAN

SCU 4 Credit(s)
Contact Hours 2 x 100 minutes
Pre-requisite(s) IB201 – International Business
Teaching Team

1. Ascc. Prof. Mark Loo, PhD
2. Dr. George Martin Sirait

Course Information

Odd Semester 2017-2018

Syllabus Designed by Mark Loo, PhD

Reviewed by Diah Wihardini
Checked by Marko Hermawan
Approved by Pantri Heriyati
Updated 24/08/2017

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Syllabus

1. Course Description

This course covers the most important steps of Southeast Asia economic development. It will give the students a full overview of political, cultural, and economic history of both countries and its role in their international growth. The course will provide cases and examples of international companies and investors' success in Southeast Asia and some examples of the regions companies' globalization.

2. Learning Outcomes

Each course has been designed to contribute to the attainment of Graduate Competencies. The course intended learning outcomes (CILO) indicates what students are expected to be able to do by the end of the course, which may cover specific technical skills and personal qualities pertaining to the course given. The personal qualities may have been reflected in the defined course learning outcomes or attained separately, outside the curriculum.

Upon successful completion of this course, students are expected to be able to:

1. Identify geographical and demographical factors influencing business environment.
2. Explain historical and political factors impacting countries' business policies.
3. Analyze industrial development in Southeast Asia.
4. Analyze the impact of peace and security issues to countries' business environment.
5. Identify and explain trade and investment policies in the regions.

3. Course Structure

Throughout the semester, there are a **4-hour lecture per week** for this course. The lecturer facilitates learning by giving lectures on the theories and providing exercise problems to be discussed during the weekly tutorials. As this is a demanding course, the course requires full commitment and motivation to do an independent study outside classroom. Students are expected to write their own lecture notes and actively work on the given problems in order to optimize their learning in the classroom. A group-project will be assigned in which each group will conduct a pilot research project on specific problems. Furthermore, for summative assessment purposes, a mid-semester examination is conducted to assess the student's understanding of the first-half of the topics, while the rest of the topics are examined in the final examination at the end of semester.

Consultation Time

There will be a consultation time with the lecturer and/or the Course Coordinator of this particular course which is to be advised on the 1st week of lecture. Please make a full use of this opportunity to ask questions or discuss things related to the corresponding course. Should you need additional time, you must personally contact the lecturer.

4. Course Requirements

None.

5. Text and Other Resources

5.1. Text

Bhasin, B.B. (2010). *Doing business in the ASEAN countries*. New York, US: Business Expert Press. (further referred as BBB)

5.2. Other Text

- Horton, C. (2015). *Asean + 3: Volume Two BUSINESS*. Bangkok, Thailand: Kasikornbank Public

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Company Limited.

- Pelkmans, J. (2016). *The ASEAN Economic Community*. Cambridge, UK: Cambridge University Press.
- Guggler, P. & Chaisse, J. (eds). (2010). *Competitiveness of the ASEAN countries*. Cheltenham, UK: Edward Elgar Publishing, Ltd. (further referred as GC)
- Lall, A. (ed) (2011). *Facets of competitiveness: Narratives from ASEAN*. Singapore: World Scientific Publishing Co. (further referred as LA)
- Kotler, P., Kartajaya, H. & Huan, H.D. (2007). *Think ASEAN! Rethinking marketing toward ASEAN community 2015*. Singapore: McGraw Hill Education. (further referred as KKH)

Online Resources:

- ADB Annual Report 2016, Asian Development Bank: <https://www.adb.org/documents/adb-annual-report-2016>
- ASEAN Integration Monitoring Report, World Bank: <http://www.worldbank.org/en/region/eap/publication/asean-integration-monitoring-report>
- ASEAN Investment Report 2016: Foreign Direct Investment and MSME Linkages: <http://asean.org/storage/2016/09/ASEAN-Investment-Report-2016.pdf>
- Fragile State Index: <http://fundforpeace.org/fsi/>
- Global Competitiveness Report 2016/17, World Economic Forum: <https://www.weforum.org/reports/the-global-competitiveness-report-2016-2017-1>
- Political Stability Index: http://www.theglobaleconomy.com/rankings/wb_political_stability/
- Transparency International: <https://www.transparency.org/>
- World Investment Report 2017, United Nations Conference on Trade and Development (UNCTAD): <http://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=1782>

6. Course Outline

Week	Topics	References	Course Intended Learning Outcomes	Class Activity
1 Sep 18	Introduction: ASEAN Community	KKH BBB Ch. 1	CILO 1, 3	Self-introduction & objective Course overview Assignment & grading system
2 Sep 25	Country Analysis: Brunei and Malaysia Country Analysis: Singapore	BBB Ch. 2 BBB Ch. 6 BBB Ch. 9	CILO 1, 2, 3, 4 CILO 1, 2, 3, 4	Students advise team members & assignment topic Assignment 1 Update 1
3 Oct 2	Country Analysis: Indonesia Country Analysis: Philippines	BBB Ch. 4 BBB Ch. 8	CILO 1, 2, 3, 4 CILO 1, 2, 3, 4	Grouping ASEAN: Global Competitiveness Assignment 1 Update 2
4 Oct 9	Country Analysis: Laos and Myanmar Country Analysis: Cambodia	BBB Ch. 5 & 7 BBB Ch. 3	CILO 1, 2, 3, 4 CILO 1, 2, 3, 4	Grouping ASEAN: Colonial history and effect on current political and cultural system Assignment 1: Groups 1, 2 & 3 Final Project Update 1
5 Oct 16	Country Analysis: Vietnam Country Analysis: Thailand	BBB Ch. 11 BBB Ch. 10	CILO 1, 2, 3, 4 CILO 1, 2, 3, 4	Grouping ASEAN: language and religion Assignment 1: Groups 4 & 5 Final Project Update 2
6 Oct 23	GUEST SPEAKER 1 HRM in ASEAN Taxes, Expatriation & Repatriation	Case Study and Articles	CILO 1, 2, 3, 4	Final Project Update 3
7 Oct 30	Mid Exam Review GUEST SPEAKER 2 Intellectual Property	Business in ASEAN	CILO 1, 2, 3, 4	Mid Term Review Guest Speaker: Intellectual Property

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8 Nov 6	Role of ASEAN: Regional Business Acceleration Doing Business in ASEAN	BBB Ch. 1, 12	CILO 1, 2, 3, 4	Final Project Update 4 Intra-ASEAN Investment: World Investment Report 2017, UNCTAD
Nov 9- 23	Mid Term Exam	BBB Ch. 1, 2, 4, 6, 8, 9	CILO 1, 2, 3, 4	No classes: mid-term exam period
9 Nov 27	Selection of ASEAN Market: Issues & Incentives	Online resources	CILO 1, 2, 3, 4	Fragile State Index Transparency International Political Stability Index Final Project Update 5: Rehearsal
10 Dec 4	Case study 1: Air Asia (year) Case study 2: Ancol (why?)	Case Study and Articles	CILO 3, 4, 5	Case Discussion
11 Dec 11	VISIT TO ASEAN AGENCY/CORPORATION	ASEAN organization	CILO 3, 4, 5	Field Trip
12* Dec 18	Final Project Presentation: Groups 5 & 4 (min 30 minutes, max 60 , Q & A 15 minutes)		CILO 1, 2, 3, 4, 5	Class Feedback
13* Jan 08	Final Project Presentation: Groups 3, 2 & 1 (min 30 minutes, max 60 , Q & A 15 minutes)	BBB Ch. 1 BBB Ch. 12	CILO 3, 4, 5	Class Feedback
14** Jan 15	Final Examination Review		CILO 1-6	Final Examination Review
	Final Examination Week			

Note: The instructor reserves the right to change the syllabus to best benefit students based on the class learning pace and style. *Dr. Mark Loo's classes for December 18 will be scheduled on Saturday December 9 from 9:30 to 13:30 and January 08 class on Saturday December 16 from 9:30 to 13:10. **The January 15 class will be replaced on December 18 from 9:30 to 13:10.

7. Assessment

7.1. Assessment Summary

The assessment for the defined course learning outcomes will be conducted throughout the course as detailed in Section 7.4. The assessment summary and alignment between the assessment tasks and the course objectives is defined in the table below. A list of assessment rubrics used will also be provided, indicating the assessment standards and criteria that a student can follow to succeed in this course.

Counter Proposal

No.	Components	Percentage	Course Intended Learning Outcomes
1.	Class participation	10 %	CILO 1, 2, 3, 4
2.	Mid Exam	20 %	CILO 1, 2, 3, 4
3.	Assignment 1: Mini Project	15 %	CILO 1, 2, 3, 4, 5
4.	Assignment 2: Final Project	30 %	CILO 1, 2, 3, 4, 5
5.	Final Examination	25 %	CILO 1, 2, 3, 4
	Total	100 %	

7.2. Class Policies

To optimize individual learning, students are expected to:

- Attend all lectures since failure to attend a set number of lectures may prohibit the student to sit in the examinations (as indicated in the Student Handbook);
- Read the textbook on the prescribed topics and the tutorial questions prior to the scheduled lectures and tutorials;
- Proactively review their own learning progress and approach the lecturer/tutor as soon as an additional academic assistance is needed;

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- Periodically access their LMS account to download lecture notes, if provided; and
- Work individually on each quiz, some of which may be given without any previous notice.

7.3. Submission and Collection of Assessment

In regards to the given assignments, students are expected to:

- Submit the assignment by the given due date since a late submission will not be accepted;
- Work individually on either home written and computing assignments although performing a group-study is encouraged.

7.4. Assessment Descriptions

1. Class Participation and Contribution

You are expected to arrive punctual, read the materials before class, and contribute ideas and insights that enrich the learning process. Short quizzes may be held unannounced. You are not allowed to engage in personal discussions, read other materials or attend to other assignments, use electronic devices such as laptop, tablet and smartphone unless there is prior approval for accommodation. If you have a reason to leave early or absent from class, notify the instructor in advance. If you are absent for medical reasons, please provide the doctor's note.

2. Midterm Examination

The midterm examination may include essays and multiple choice questions. The chapters for the midterm examination are as listed in the syllabus. The exact date, time and venue of the final examination will be advised later. You are encouraged to attend the midterm examination review.

3. Assignment 1: Mini Project: Business Risks and Opportunities

Pick a country of your choice from the CLMVT nations: Cambodia, Laos, Myanmar, Vietnam and Thailand. Describe the Business Risks in the nation you selected. You can find the barriers to business in reports such as the Global Competitiveness Report by the World Economic Forum, Fragile State Index and Transparency International. Below is an example of evaluation criteria for international market selection and you could adopt some of the measures. BERI means Business Environmental Risks Index.

Assignment 1: Your team will be encouraged to conduct a peer evaluation that may determine your grade.

Criteria	Weights	Multiplied with the score (rating) on a scale of 0–4 ^a	Overall BERI index ^b
Political stability	3		
Economic growth	2.5		
Currency convertibility	2.5		
Labour cost/productivity	2		
Short-term credit	2		
Long-term loans/venture capital	2		
Attitude towards the foreign investor and profits	1.5		
Nationalization	1.5		
Monetary inflation	1.5		
Balance of payments	1.5		
Enforceability of contracts	1.5		
Bureaucratic delays	1		
Communications: phone, fax, internet access	1		
Local management and partner	1		
Professional services and contractors	0.5		
Total	25	× 4 (max.)	= max. 100

^a 0, unacceptable; 1, poor; 2, average conditions; 3, above average conditions; 4, superior conditions.

^b Total points: > 80, favourable environment for investors, advanced economy; 70–79, not so favourable, but still an advanced economy; 55–69, an immature economy with investment potential, probably a newly industrialized country (NIC); 40–54, a high-risk country, probably a less developed country (LDC) – quality of management has to be superior to realize potential; < 40, very high risk – would only commit capital if there were some extraordinary justification.

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Risks	Thailand	Cambodia	Laos	Myanmar	Vietnam
Political					
• Ownership					
• Operating					
• Transfer					
Trade					
• Tariff					
• Non-Tariff					
Types of Economic Activity					
• Primary (Agriculture)					
• Secondary (Manufacturing_					
• Tertiary (Services)					
Exchange Rate					
Classification by Income					
LDC/NIC/AIC					
Regional Economic Integration					

Requirements:

- Submit electronic and printed power point slides before your presentation. One slide per page.
- APA in-text citations and references should match; minimum 15 sources.
- Presentation: Minimum 20 minutes, maximum 30 minutes followed by 10 minutes Q & A.
- No limit to number of slides but design to fit time allocated.
- Rehearse as a team before presentation.
- Familiarize online grading scheme to maximize individual grade.
- Penalty: Late presentation 1 mark per minute. Late submission 10% per day, starting with submission before presentation.

4. Assignment 2 Final Project

OPTION 1: OPPORTUNITIES, RISKS AND RECOMMENDATIONS (of an ASEAN nation of choice)

Building on Assignment 1, you are now able to build an assignment that covers opportunities, risks and recommendations. This assignment will not only help you build your knowledge of the ASEAN nation you selected but it will also help build your consulting skills.

Task: You are a business analyst for a global consulting firm that specializes in Business with ASEAN. You will be making a presentation to potential investors who are interested in the ASEAN nation of your choice.

Your ability to compare the opportunities and risks among ASEAN nations and other high growth nations will help convince your clients why they should invest in the country you propose.

OPTION 2: STRATEGIC PARTNERSHIP: GATEWAY TO ASEAN

Which country in ASEAN would you recommend to investors to start as a base from which their business expands to the rest of ASEAN and eventually Asia? This assignment requires your ability to compare the ASEAN nations and integrate everything you learned in this course.

Task: You are a business analyst for a global consulting firm that specializes in Business with ASEAN. You will be making a presentation to investors interested in ASEAN.

Your clients seek to know which would be the best country to partner and/or start their business, from which they can expand and capture the other ASEAN markets, especially the emerging markets of Cambodia, Laos, Myanmar and Vietnam.

OPTION 3: SEGMENTATION OF ASEAN MARKETS BY GOVERNANCE AND RELIGIONS

This assignment integrates knowledge of ASEAN with marketing skills. By understanding the governance

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style and practices, and the religious sensitivities with do's and don'ts, the investor is better prepared to succeed in the ASEAN markets.

Task: You are a business analyst for a global consulting firm that specializes in Business with ASEAN. Your clients are interested in ASEAN but they are also overwhelmed by the diversity of ethnicities, religion and political systems. ASEAN has absolute and constitutional monarchies, democratic, socialistic and communistic regimes. Islam is dominant in countries like Indonesia, Brunei and Malaysia while Buddhism prevails in the remaining ASEAN nations such as Thailand, Cambodia, Laos, Myanmar and Vietnam despite strong military regimes. Christianity and other religions are also practiced along with secularism rising in tandem with increasing cosmopolitan capitals in ASEAN.

Your clients are interested to know which ASEAN countries they should do business with and the risks related to governance and religions.

Assignment 2: Your team will be encouraged to conduct a peer evaluation that may determine your grade.

Requirements:

- Submit electronic and printed copies of REPORT and power point slides before your presentation.
- REPORT: Times New Roman 12 font size, double spaced. Tables and graphics can use smaller fonts.
- Slides: one slide per page. No limit to number of slides but should fit allocated time.
- APA in-text citations and references should match; minimum 30 sources.
- Minimum 20 minutes, maximum 30 minutes followed by 10 minutes Q & A.
- Rehearse as a team before presentation in class.
- Familiarize online grading scheme to maximize individual grade.
- Penalty: Late presentation 1 mark per minute. Late submission 10% per day, starting with submission before presentation

5. **Final Examination**

The final examination format may include essays, multiple choice questions, a case study or a combination of the three. It will cover the main text and other materials discussed in class. You are encouraged to attend the final examination review.

Note: To successfully pass this course, the students must achieve a minimum grade of D. However, students have to maintain a minimum overall GPA of 2.0 to fulfill graduation requirements.

The Grade Band Criteria are defined as follows.

Grade	Label	Weight	Score	Grade Description BI
A	Excellent	4	91 – 100	Student has completed all requirements of the course work outstandingly and exceptional additional work at the highest standard. Student has demonstrated an outstanding level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes and achieved these learning outcomes at the highest level.
A-	Exemplary	3.67	86 – 90	Student has completed all requirements of the course work and outstanding additional work at a highly advanced standard. Student has demonstrated an exemplary level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes and achieved these learning outcomes outstandingly.

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B+	Very good	3.33	81 – 85	<p>Student has completed all requirements of the course work and significant additional work to a high quality.</p> <p>Student has demonstrated a significant level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes and achieved these learning outcomes well.</p>	
B	Good	3	76 – 80	<p>Student has completed all requirements of the course work and considerable additional work at a good standard.</p> <p>Student has demonstrated a good level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes and achieved these learning outcomes well.</p>	
B-	Above Average	2.67	71 – 75	<p>Student has completed all requirements of the course work and considerable additional work at an above-average standard.</p> <p>Student has demonstrated a sufficient level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes.</p>	
C+	Average	2.33	66 – 70	<p>Student has completed all requirements of the course work and considerable additional work at an average standard.</p> <p>Student has demonstrated an adequate level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes</p>	
C	Fair	2	61 – 65	<p>Student has completed all requirements of the course work and demonstrated a satisfactory level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes.</p>	
D	Low Pass	1	50 – 60	<p>Student has completed the minimum requirements of the course work and demonstrated a minimum level of knowledge/ understanding/ competencies/skills required to meet the specified learning outcomes.</p>	
E	Fail	0	< 50	<p>Student is unable to demonstrate the completion of the minimum requirements of the course work and the attainment of a minimum level of knowledge/ understanding/competencies/skills required to meet the specified learning outcomes.</p>	
F	Non-attendance	0	0	<p>Student fails to achieve a minimum requirement for class attendance.</p>	

8. General Information

Students are required to be familiar with the BINUS UNIVERSITY - Code of Conduct, and to abide by its terms and conditions.

8.1. Copying of Copyright Material by Student

A condition of acceptance as a student is the obligation to abide by the University's policy on the copying of copyright material. This obligation covers photocopying of any material using the

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University's photocopying machines, and the recording off air, and making subsequent copies, of radio or television broadcasts, and photocopying textbooks. Students who flagrantly disregard University policy and copyright requirements will be liable to face disciplinary action under the Code of Conduct.

8.2. Academic Misconduct

Please refer to the Code of Conduct for definitions and penalties for academic misconduct, plagiarism, collusion, and other specific acts of academic dishonesty.

Academic honesty is crucial to a student's credibility and self-esteem, and ultimately reflects the values and morals of the University as a whole. A student may work together with one or a group of students discussing assignment content, identifying relevant references, and debating issues relevant to the subject. Academic investigation is not limited to the views and opinions of one individual, but is built by forming opinion based on past and present work in the field. It is legitimate and appropriate to synthesize the work of others, provided that such work is clearly and accurately referenced.

Plagiarism occurs when the work (including such things as text, figures, ideas, or conceptual structure, whether verbatim or not) created by another person or persons is used and presented as one's own creation, unless the source of each quotation or piece of borrowed material is acknowledged with an appropriate citation.

Encouraging or assisting another person to commit plagiarism is a form of improper collusion and may attract the same penalties.

To prevent academic misconduct occurring, students are expected to familiarize themselves with the University policy, the Subject Outline statements, and specific assignment guidelines. Students should also seek advice from Subject Leaders on acceptable academic conduct.

8.2.1. Guidelines to Avoid Plagiarism

Whenever you copy more than a few words from any source, you must acknowledge that source by putting the quote in quotation marks and providing the name of the author. Full details must be provided in your bibliography.

If you copy a diagram, statistical table, map, etc., you must acknowledge the source. The recommended way is to show this under the diagram. If you quote any statistics in your text, the source should be acknowledged. Again full details must be provided in your bibliography. Whenever you use the ideas of any other author you should acknowledge those, using the APA (American Psychological Association) style of referencing.

Students are encouraged to co-operate, but collusion is a form of cheating. Students may use any sources (acknowledged of course) other than the assignments of fellow students. Unless your Subject Leader informs you otherwise, the following guideline should be used: Students may work together in obtaining references, discussing the content of the references and discussing the assignment, but when they write, they must write alone.

8.2.2. Referencing for Written Work (where applicable)

Referencing is necessary to acknowledge others' ideas, to avoid plagiarism, and to allow readers to access those others' ideas. Referencing should:

1. Acknowledge others' ideas;
2. Allow readers to find the source;
3. Be consistent in format
4. Acknowledge the source of the referencing format.

To attain these qualities, the school recommends use of either the Harvard or American Psychological Association (APA) style of referencing, both of which use the author/date.

8.2.3. Referencing Standards

APA style referencing.

8.2.4. Disclaimer

Every effort will be made to ensure that the teaching, learning and assessment activities of this course are given as described. Any unpublished changes for course improvement will be notified and discussed in class. However, circumstances may occasionally make this

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impossible, and BINUS INTERNATIONAL therefore reserves the right to add, alter or withdraw particular information contained in this syllabus.

Approval

Reviewed by,	Checked by,
<p><u>Diah Wihardini, M.Ed.</u> Head of Learning and Faculty Development BINUS INTERNATIONAL</p>	<p><u>Marko S. Hermawan, Ph.D</u> Head of Program School of Management</p>

Approved by,
<p><u>Dr. Pantri Heriyati, SE, M.Comm.</u> Dean, Faculty of Business</p>

APPENDIX-1: ASSESSMENT RUBRICS

a. Assessment Task 3: Group Presentation

Course Intended Learning Outcomes	Assessment Indicators	Proficiency Level				Mark
		Poor (D – 1)	Average (C – 2)	Good (B – 3)	Excellent (A – 4)	
1. Identify geographical and demographical factors influencing business environment.		<i>Not demonstrated, limited description of the fundamental steps</i>	<i>Adequate description of the fundamental steps</i>	<i>Good and detailed outline, clear and justifiable research objective & research questions</i>	<i>Detailed outline, in-depth justification of research objective & research questions</i>	
	1.1. Background					
	1.2. Detailed topic problem					
2. Explain historical and political factors impacting countries' business policies.		<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the techniques used</i>	<i>Detailed and in-depth justification of the techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
3. Analyze industrial development in Southeast Asia.		<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the techniques used</i>	<i>Detailed and in-depth justification of the techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
4. Analyze the impact of peace and security issues to countries' business environment.		<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the techniques used</i>	<i>Detailed and in-depth justification of the techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
5. Identify and explain trade and investment policies in the regions.		<i>Not demonstrated, limited description of</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the</i>	<i>Detailed and in-depth justification of the</i>	

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		<i>the techniques used</i>		<i>techniques used</i>	<i>techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
Total Marks						

b. Assessment: Project Paper

Course Intended Learning Outcomes	Assessment Indicators	Proficiency Level				Mark
		Poor (D – 1)	Average (C – 2)	Good (B – 3)	Excellent (A – 4)	
1. Identify geographical and demographical factors influencing business environment.		<i>Not demonstrated, limited description of the fundamental steps</i>	<i>Adequate description of the fundamental steps</i>	<i>Good and detailed outline, clear and justifiable research objective & research questions</i>	<i>Detailed outline, in-depth justification of research objective & research questions</i>	
	1.1. Introduction					
	1.2. Topic background					
	1.3. Detailed topic problem					
2. Explain historical and political factors impacting countries' business policies.		<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the techniques used</i>	<i>Detailed and in-depth justification of the techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
3. Analyze industrial development in Southeast Asia.		<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed description of the techniques used</i>	<i>Detailed and in-depth justification of the techniques used</i>	
	2.1. Data availability					
	2.1. Data relevance					
4. Analyze the impact of peace and		<i>Not demonstrated,</i>	<i>Adequate description of</i>	<i>Good and detailed</i>	<i>Detailed and in-depth</i>	

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security issues to countries' business environment.	<i>limited description of the techniques used</i>	<i>the techniques used</i>	<i>description of the techniques used</i>	<i>justification of the techniques used</i>	
2.1. Data availability					
2.1. Data relevance					
5. Identify and explain trade and investment policies in the regions.	<i>Not demonstrated, limited description of the techniques used</i>	<i>Adequate description of the techniques used</i>	<i>Good and detailed discussion of the techniques used</i>	<i>Detailed and in-depth discussion and justification of the techniques used</i>	
2.1. Data availability					
2.1. Data relevance					
2.2. Discussion of findings					
2.3. Conclusion & recommendations					
	<i>Poor presentation of language used Citation/referencing not demonstrated</i>	<i>Adequate presentation of language used Limited citation/referencing used</i>	<i>Good and clear presentation of language used Appropriate citation/references used</i>	<i>Appropriate and excellent presentation of the language used Correct & up-to-date citation/referencing used</i>	
3.1. Language Used					
3.2. Referencing					
Total Marks					

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APPENDIX-2: TEACHING, LEARNING AND ASSESSMENT PLAN (only for Lecturer’s own discretion)

Meeting	Topic	Learning Outcome	Time	Referring to CIO	Learning Activity	Resource needed	Formative Assessment	Summat Assessm
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1	Introduction: the rise of China in the world economy Institutional and policy environment in China	<ul style="list-style-type: none"> • Explain the development of international business in China • Discuss restrictions on international business in China • Define policy uncertainties associated with China's gradualist approach to liberalization 	200 min	CILO 1, 2	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Midterm exam
2	Economic and socio-cultural environment in China	<ul style="list-style-type: none"> • Discuss the Chinese business culture • Explain demographic and economic factors influencing business environment in China 	200 min	CILO 1, 2, 3	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Midterm exam
3	Manage guanxi strategically Select an entry mode in China	<ul style="list-style-type: none"> • Explain the meaning of guanxi and its importance in business context • Discuss possible market entry modes in China and their respective entailing risks and opportunities 	200 min	CILO 1, 2	Lecture presentation Case discussion	Lecture slides Textbook	Quiz Homework Assignment	Midterm exam
4	Form an alliance Negotiating with Chinese partners	<ul style="list-style-type: none"> • Discuss the needs to form an alliance with a local business partner • Discuss strategies of conflict management in the alliance 	200 min	CILO 3, 4, 5	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Midterm exam

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5	Production operations management in China Marketing management in China	<ul style="list-style-type: none"> Define issues in managing production operations in China Discuss the ways for marketing management (product, price, promotion and place) in China 	200 min	CILO 3, 4, 5	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Midterm exam
6	Human resources management in China Protection of intellectual property rights	<ul style="list-style-type: none"> Discuss the major issues faced by MNCs in human resources in China Explain the problems of infringements of intellectual property rights in China Explain China's laws and regulation on intellectual property 	200 min	CILO 3, 4, 5	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Midterm exam
7	Living and working in China Review	<ul style="list-style-type: none"> Discuss the business etiquettes in China Discuss the Chinese working environment Explain possible ways to establish own business in China 	200 min	CILO 1, 2, 3, 6	Lecture presentation Case discussion Review	Lecture slides Textbook	Homework Assignment	Midterm exam
8	India: the business context Economic environment and challenges Infrastructure in India	<ul style="list-style-type: none"> Explain the development of international business in India Discuss challenges on infrastructure related to doing business in India 	200 min	CILO 1, 2, 3	Lecture presentation Case discussion	Lecture slides Textbook	Quiz Homework Assignment	Term paper

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		<ul style="list-style-type: none"> Define policy uncertainties associated with doing business in India 						
9	Socio-cultural and institutional context in India Dynamics of corruption and cronyism in India	<ul style="list-style-type: none"> Discuss the Indian business culture Explain demographic and economic factors influencing business environment in India Discuss the impact of corruption and cronyism in doing business in India 	200 min	CILO 1,2, 3	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Term paper
10	Entry modes in India Market, consumer and consumption patterns in India	<ul style="list-style-type: none"> Discuss possible market entry modes in India and their respective entailing risks and opportunities Explain the ways for marketing management (product, price, promotion and place) in India 	200 min	CILO 3, 4, 5	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Term paper
11	Management of human resources in India Conflict management and negotiation	<ul style="list-style-type: none"> Discuss the major issues faced by MNCs in human resources in India Discuss the needs to form an alliance with a local business partner Discuss strategies of conflict management 	200 min	CILO 3, 4, 5	Lecture presentation Case discussion	Lecture slides Textbook	Homework Assignment	Term paper

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		in the alliance						
12	Issues and challenges managing projects in India Living and working in India	<ul style="list-style-type: none"> Discuss the business etiquettes in India Discuss the Indian working environment Explain possible ways to establish own business in India 	200 min	CILO 1, 2, 3	Lecture presentation Case discussion	Lecture slides Textbook	Quiz Homework Assignment	Term paper
13	Group presentation Review	Review all concepts learnt in class	200 min	CILO 1-6	Group presentation	Lecture slides Textbook	Group presentation	Term paper