

BUSS6026

Contemporary Issues in ASEAN

SCU	4 Credit(s)
Contact Hours	200 minutes
Pre-requisite(s)	
Teaching Team	Vishnu Juwono, SE., M.I.A., Ph.D

Course Information

Odd Semester 2017-2018

Syllabus Designed by Marko Sebira Hermawan and Vishnu Juwono

Reviewed by	Diah Wihardini
Checked by	Marko S. Hermawan
Approved by	Pantri Heriyati

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Syllabus

1. Course Description

Upon successful completion of this course, students are expected to be able to identify and analyze current issues related to business in South East Asia, from political to cultural and economic issue.

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 key contemporary business-related issues in the region and their historical context
2. Apply competitive strategy principles and processes on industries within ASEAN region;
3. Analyze ASEAN market and business environment in international competitive context;
4. Apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region;
5. Demonstrate an understanding of a holistic view of how to compete in business within ASEAN region.

3. Course Structure

Throughout the semester, there is a 200 minutes lecture for this course plus guest lecture. The lecturer facilitates learning by giving lectures on the current related issues, and conducting class discussion and class exercises. Students are expected to read the material prior the lectures and participate actively on the class discussion in order to optimize their learning in the classroom. An individual assignment will be assigned in which each student will write a term paper in selected topics given by lecturer related with current issue. Students also have to do news clipping in a certain issue given by the lecturer as part of the assignments. There is no sit-in exam for this course.

4. Course Requirements

Access to current issues from different media.

5. Text and Other Resources

5.1. Text

- 1) ASEAN Studies Centre. (2008). *The ASEAN community – unblocking the roadblocks*. Report No. 1. Singapore: ISEAS. ISBN: 978-9812308436

5.2. Other Resources

- 2) Asher, Mukul G. and Fauziah Zen. 2015. Social Protection in ASEAN: Challenges and Initiatives for Post-2015 Vision, ERIA Discussion Paper Series.
- 3) The Asia Foundation. 2016. Asian Views on American Role in Asia. San Francisco: The Asia Foundation.
- 4) Case, William. 2009. Low Quality Democracy and varied authoritarianism: Elites and regimes in Southeast Asia Today, *the Pacific Review*, Vol. 22, No. , pp. 255 – 269.
- 5) Ian Tsung-Yen Chen & Alan Hao Yang. 2013. “A harmonized Southeast Asia? Explanatory typologies of ASEAN countries’ strategies to the rise of China”, *The Pacific Review*, Vol. 26, No. 3, pp. 265-288,
- 6) Gomez, James, and Robin Ramcharan (2014), Introduction: Democracy and Human Rights in Southeast Asia, *Journal of Current Southeast Asian Affairs*, Vol. 33, No. 3,

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- 7) Gugler P.; Chaisse, J. (eds). 2010. *Competitiveness of the ASEAN Countries – Corporate and Regulatory Drivers*. Cheltenham: Edward Elgar
- 8) Lall, A. (eds). 2011. *Facets of Competitiveness: Narratives from ASEAN*. Singapore: World Scientific
- 9) Singh, K.; Pangarkar, N.; Heracleous, L. 2010. *Business Strategy in Asia*. Singapore: Cengage Learning
- 10) Acharya, A. 2009. *Constructing a Security Community in Southeast Asia – ASEAN and the Problem of Regional Order*. New York: Routledge
- 11) Ba, A. 1997. The ASEAN Regional Forum – Maintaining the regional idea in Southeast Asia. *International Journal*. 52(4): 634-656
- 12) Barney, C. 2006. Urbanization in developing countries: Current trends, future projections, and key challenges for sustainability. *Technology in Society*. 28(1-2): 63-80
- 13) Berger, T.C. 2000. Set for Stability? Prospects for Conflict and Cooperation in East Asia. *Review of International Studies*. 26(3): 405-428
- 14) Chinn, M.D.; Ito, H. 2008. A New Measure of Financial Openness. *Journal of Comparative Policy Analysis: Policy and Practice*. 10(3): 309-322
- 15) Click, R.W.; Plummer, M.G. 2005. Stock Market integration in ASEAN after the Asian Financial Crisis. *Journal of Asian Economics*. 16(1): 5-28
- 16) Center for Strategic and International Studies (CSIS). 2017. *Economic Strategy in Asia Pacific: Recommendation for the Incoming Administration*. Maryland: Rowman and Littlefield.
- 17) Desker, B. 2004. In defence of FTAs: from purity to pragmatism in East Asia. *Pacific Review*. 17(1): 3-26
- 18) Dosch, Jörn(2008) ASEAN's reluctant liberal turn and the thorny road to democracy promotion, *The Pacific Review*, Vol. 21, No. 4.
- 19) Douglass, M. 2000. Mega-urban regions and world city formation: globalization, the economic crisis and urban policy issues in Pacific Asia. *Urban Studies* 37(12): 2315-2335
- 20) Ernst and Young 2015. *ASEAN Economic Community. Can Reality Match a Vision?* Jakarta: Ernst and Young
- 21) Florida, Richard and Melanie Fasche 2017. *The Rise of Urban Creative Class in Southeast Asia*. Toronto: University of Toronto.
- 22) Hall, Andy. 2012. 'Migrants Workers and Social Protection in ASEAN: Moving Towards a Regional Standard?' *Journal of Population and Social Studies*, Volume 21 Number 1, July 2012, pp. 12-38.
- 23) HV, Vinayak, Fraser Thompson and Oliver Tonby. 2014. Understanding ASEAN: Seven Things You Need to Know. McKinsey, access at <http://www.mckinsey.com/industries/public-sector/our-insights/understanding-asean-seven-things-you-need-to-know>
- 24) Jetin, Bruno and Mia Mikic 2016. *ASEAN Economic Community: A Model for Asia-wide region?*. New York: Palgrave.
- 25) Jones, Gavin W. 2013. *Population of Southeast Asia*. Asian Research Institute Working Paper no. 196, Singapore: National University of Singapore.
- 26) Katsumata, H. 2004. Why is ASEAN Diplomacy Changing? *Asian Survey*. 44(2): 237-254
- 27) Katsumata, H. 2009. *ASEAN's Cooperative Security Enterprise: Norms and Interests in the ASEAN Regional Forum*. London: Palgrave MacMillan
- 28) Kim, Young-Chan. 2016. *Chinese Global Production Network in ASEAN*. Switzerland: Springer.
- 29) Luo, Y; Tung, R.L. 2007. International expansion of emerging market enterprises: A springboard perspective. *Journal of International Business Studies*. (38). 481-498
- 30) Marks, Stephen V. Marks (2015) The ASEAN–China Free Trade Agreement: Political Economy in Indonesia, *Bulletin of Indonesian Economic Studies*, Vol. 51, No. 2, pp. 287-306, DOI:10.1080/00074918.2015.1061917 (2015)
- 31) Narine, Shaun (2008). Forty years of ASEAN: a historical review, *The Pacific Review*, 21:4, 411-429, DOI:10.1080/09512740802294689
- 32) Nesadurai, Helen E. S. (2017), ASEAN during the life of The Pacific Review: a balance sheet on regional governance and community building, *The Pacific Review*, 21 March 2017.
- 33) Portela, Clara, "ASEAN: Integration, Internal Dynamics and External Relations" (2013). *Research Collection School of Social Sciences*. Paper 1683. http://ink.library.smu.edu.sg/soss_research/1683
- 34) Ravenhill, J. 2002. A three-bloc world? The new East Asian regionalism. *International Relations of the Asia-Pacific*. 2: 167-195
- 35) Roberts, B; Kanaley, T. 2006. *Urbanization and Sustainability in Asia: A Case Study of Good Practice*. Asian Development Bank
- 36) Snitwongse, K. 1998. Thirty years of ASEAN: Achievements through political cooperation. *The Pacific*

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- 37) World Economic Forum (2016). *Human Capital Outlook, Association of Southeast Asian Nations*. Geneva: World Economic Forum.

6. Course Outline

Session No	Topic	Reference	Referring to CILO 5 – 7
1	Introduction Contemporary South East Asia	Text: 1 Others: 7,8, 10	CILO 1, CILO 5
2	Democracy in SEA	Text: 1 Others: 18, 31, 32	CILO 1, CILO 3, CILO 5
3	Urbanisation: impact to urban and rural development	Text:1 Others: 12, 19, 21 35,	CILO 2, CILO 2, CILO 3
4	Guest lecturer Religiosity in Southeast Asia	Guest Lecturer Assoc. Prof. Mark Loo	CILO 3, CILO 5
5	Current Social issue in SEA: Demography and the workforce in SEA	Text: 1 Others: 23, 25, 37	CILO 1, CILO 2, CILO 3
6	ASEAN integration issues	Text: 1 Others: 13, 14, 26, 32	CILO 1, CILO 3, CILO 4
7	Consolidation: The political and social issues of SEA and the impact to economic development	Text: 1 Others: 2, 20, 22	CILO 1, CILO 3, CILO 5
8	The Dynamic economic relations ASEAN vis a vis China	Text; 5, 24, 28, 30	CILO 3, CILO 4, CILO 5
9	The Role of the United States in ASEAN: Growing, stalling or Declining?	Guest Speaker Text: 3, 16, 24, 34	CILO 3, CILO 4, CILO 5
10	Training on Digital Content	IT	CILO 4
11	Training on Digital Content Guest Lecturer	Guest Lecturer	CILO 4
12	Current business and political issues in ASEAN + 3	Guest Lecturer	CILO 5
13	ASEAN Economic Community: What is the next step? Site Visit to ASEAN Secretary	Text: 1, 20,23, 24, 31, 32, Site Visit to ASEAN Secretary	CILO 5

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.

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No.	Components	Percentage	Course Intended Learning Outcomes 1 - 5
1.	Assessment 1: Class Discussion	10 %	CILO 1, CILO 2, CILO 3
2.	Assessment 2: eClippings of news and contemporary events	10 %	CILO 1, CILO 2, CILO 3
3.	Assessment Task 3: Written Group Project	35 %	CILO 3, CILO 4, CILO 5
4.	Assessment Task 4 – Final Project: Digital content final project.	35 %	CILO 3, CILO 4 CILO 5
5.	Final Presentation: Group	10%	CILO 1, CILO 4, CILO 5
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 material prior to the scheduled lectures
- Proactively review their own learning progress and approach the lecturer as soon as an additional academic assistance is needed;
- Periodically access their New Binus Maya account to download lecture notes, if provided.

7.3. Submission and Collection of Assessment

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

- Periodically access their New Binus Maya account to download the tutorial assignment questions;
- 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. Assessment Task 1: Class Discussion 10%

Active participation is expected throughout the entire class and students should make thoughtful contributions to the discussion. Please note that frequency (i.e. quantity) of contributions in class is not the major criteria for effective class participation. The classroom should be considered a laboratory in which the student can test his/her ability to convince peers of the correctness of one's approach to complex problems and one's ability to achieve the desired results by using that approach. Criteria that are useful in measuring effective class participation include:

- Is the participant a good listener?
- Are the points that are made relevant to the discussion? Are they linked to the comments of others?
- Do comments show evidence of incorporating the concepts from readings into the analysis of the case?
- Is there a willingness to test new ideas, or are all comments 'safe?' ('safe' is defined as simply repeating case facts without analysis and conclusions).
- Do comments clarify or build upon the important aspects of earlier comments and lead to a clearer statement of the concepts being covered and the problems being addressed?

2. Assessment Task 2: e-Clipping 10%

This is an individual assignment, in which students will be given a certain topic to be developed into a report. Students will collect published material from reputable media publication on the topic. Based on information gathered, students will compile a report of summary on the topic based on the information gathered. Students will submit the published material in the form of an e-clipping,

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accompanied by a 700-1000-word weekly summary. A compilation of the e-clippings should be submitted in the middle and at the end of the semester.

3. Assessment Task 3: Research Proposal (GROUP) 35%

Students are required to work in a group of 3 members and prepare a review of a body of literature pertaining to a chosen topic relevant to the key topics being covered in the unit. Over the past fifty or so years a large number of studies have been conducted into the challenges firms confront when they operate and compete in the international markets. Typically, these studies have focused on some specific – and often quite small – aspect of the situation.

The purpose of this assignment is to step back from those “micro-level” studies of companies, business strategy, internationalization, and undertake an analysis of them in aggregate within the ASEAN context. You will be studying theories in the academic literature and analyze them in an ASEAN-specific context. Specific attention should be paid to:

- ☐ summarizing and critical analyzing the overall findings which have emerged from the studies on that topic;
- ☐ elaborating on the implications of those works for managers of the firms doing business internationally, and in ASEAN; and,

- Providing analyses for ASEAN policymakers at the institutional level

- ☐ identifying significant theoretical gap(s) in the existing literature on the topic under investigation, which will be empirically examined in Assessment Task 4 (Individual Written Assignment). You are to develop 9 hypotheses/propositions and/or research questions. Each group member will be responsible to conduct research on 3 of them individually in assessment task 4.

On the completion of Assessment Task 3, you should be able to answer questions such as *what we know? What we don't know? What we need to know, and why?* You should also be able to finalize the topic for your Written Assignment 2. Specific instructions on how to prepare this assignment will be explained in the first week's class. A further revised version of Written Assignment 3 will form the early sections in the Written Assignment 4 – the individual Research Report.

Word Count: 7,000 words

Use APA referencing style.

4. Assessment 4: Digital Content final project (GROUP) 35%

You are required to work in group in the area your group identified in the Written Assignment 3 that needs a further development embedded to digitalized content. You are entitled to create your own digital presentation and will be presented in front of the panelists. You are free to utilize any means of digital software, audio, video, and animation to enhance viewing interests to audience. The maximum length of the project is 20 minutes, containing the current issues faced by ASEAN region, integration, and regionalization. Students are encouraged to use their creativity and the assessment will be based on how well and creative they are in terms of utilizing digital media. Any permission to capture sceneries, people, and landmarks will be assisted by the program.

5. Assessment Task 5: Final Presentation (Group) 10%

Presentation of the Findings of Assessments 3 and 4 (GROUP)

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Note: To successfully pass this course, the students must achieve **a minimum grade of D**. However, please note that 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
A	Excellent	4	90-100	<p>Student has completed all requirements of the course work outstandingly and exceptional additional work at the highest standard.</p> <p>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.</p>
A-	Exemplary	3.67	85-89	<p>Student has completed all requirements of the course work and outstanding additional work at a highly advanced standard.</p> <p>Student has demonstrated an exemplary level of knowledge/ understanding/ competencies/skills as specified in the learning outcomes and achieved these learning outcomes outstandingly.</p>
B+	Very good	3.33	80-84	<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	75-79	<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	2.5	70-74	<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	65-69	<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>
D	Pass	1	50-64	<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>

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E	Fail	0	0-49	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.
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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 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 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 references.

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 references.

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

1. Acknowledge others' ideas;
2. Allow readers to find the source;

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APPENDIX-1: ASSESSMENT RUBRICS

Assessment 3: Research Proposal Group (CILO: 1 - 5)

Course Intended Learning Outcomes	Assessment Indicators	Proficiency Level				MARK
		Poor	Average	Good	Excellent	
1. To Identify key contemporary business-related issues in the region and their historical context		<i>Not demonstrated, limited description of the background</i>	<i>Adequate description of the background</i>	<i>Good and detailed outline</i>	<i>Detailed outline, in-depth justification of message and content</i>	
	1.1 Issue Background	1	2	3 - 4	5	
	1.2 Hypothesis/Proposition Development	1	2	3 - 4	5	
2. To analyze business and management implications of contemporary issues in the regions		<i>Not demonstrated, limited description of the fundamental steps</i>	<i>Adequate description of the fundamental steps</i>	<i>Good and detailed outline</i>	<i>Detailed outline, in-depth justification of message and content</i>	
	2.1 Argument	1	2	3 - 4	5	
	2.2 Conclusion	1	2	3 - 4	5	
3. To communicate understanding of contemporary business-related issues in the region in critical and clear manner		<i>Not demonstrated, limited description of the fundamental steps</i>	<i>Adequate description of the fundamental steps</i>	<i>Good and detailed outline</i>	<i>Detailed outline, in-depth justification of message and content</i>	
	3.1. Language, Structure & Reference	1	2	3 - 4	5	
TOTAL MARK						25

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Assessment 4: Digital Content Project (CILO 1 - 5)

Course Intended Learning Outcomes	Assessment Indicators	Proficiency Level				MARK
		Poor	Average	Good	Excellent	
1. To Identify key issues address in the content		<i>Not demonstrated, limited description of the background</i>	<i>Adequate description of the background</i>	<i>Good and detailed outline</i>	<i>Detailed outline, in-depth justification of message and content</i>	
	1.1 Opening Act	1	2	3 - 4	5	
	1.2 Background Content	1	2	3 - 4	5	
2. Relevancy to Industry, Government, ASEAN region and business practitioners		<i>Not demonstrated, limited description of the fundamental steps</i>	<i>Adequate description of the fundamental steps</i>	<i>Good and detailed outline</i>	<i>Detailed outline, in-depth justification of message and content</i>	
	2.1 Argumentation	1	2	3 - 4	5	
	2.2 Relevancy	1	2	3 - 4	5	
3. Presentation and Creativity		<i>Not demonstrated, limited description of the presentation</i>	<i>Adequate content of presentation</i>	<i>Good presentation and creativity</i>	<i>Detailed outline, in-depth justification of technology and creativity</i>	
	3.1. Length of Content	1	2	3 - 4	5	
	3.2. Use of Technology	1 - 2	3 - 5	6 - 8	9 - 10	
	3.3. Creativity	1 - 2	3 - 5	6 - 8	9 - 10	
TOTAL MARK						45

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APPENDIX-2: SESSION PLAN

Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
1	Introduction Contemporary South East Asia	<ol style="list-style-type: none"> apply competitive strategy principles and processes on industries within ASEAN region; analyze ASEAN market and business environment in international competitive context; 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 1, CILO 5	Lecture by teacher, Class discussion Lecture-demonstration by teacher, Reading assignments (journals, books)	Books, Journals, (printed, on-line)	Participation in class discussion	
2	Democracy in SEA	<ol style="list-style-type: none"> apply competitive strategy principles and processes on industries within ASEAN region; analyze ASEAN market and business environment in international competitive context; 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 1, CILO 3, CILO 5	Class discussion about readings, Lecture Class discussion about lecture, Reading assignments (journals, books) Library assignment (in preparation for term paper topic and e-clipping portfolio)	Books, Journals, (printed, on-line)	Participation in class discussion	<p>Presentations of e-clipping (news articles) by selected students;</p> <p>Discussion of Literature Review;</p> <p>Feedback to Students</p>

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region						
3	Urbanisation: impact on urban and rural development, economic issues and income inequality	<ol style="list-style-type: none"> 1. apply competitive strategy principles and processes on industries within ASEAN region; 2. analyze ASEAN market and business environment in 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 1, CILO 2, CILO 3	Class discussion, Student reports on progress of term project, Student reports on e-clippings, Debate, Library research	Books, Journals, (printed, on-line)	Participation in class discussion	Presentations of e-clipping (news articles) by selected students

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		<p>international competitive context;</p> <p>3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region</p>						
4	Religiouslity in Southeast Asia	<p>1. apply competitive strategy principles and processes on industries within ASEAN region;</p> <p>2. analyze ASEAN</p>	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 2, CILO 2, CILO 3	Class discussion, Guest Lecture, Student reports about e-clippings, Reading assignments (journal, books)	Books, Journals, (printed, on-line)	Participation in class discussion	Presentations of e-clipping (news articles) by selected students

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		<p>market and business environment in international competitive context;</p> <p>3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region</p>						
5	Current Social issues in ASEAN: Demography and the workforce in	1. apply competitive strategy principles and processes on industries	100 min	CILO 1, CILO 3, CILO 5	Class discussion, Lecture, Interim presentation of term paper, Discussion, Library research,	Books, Journals, (printed, on-line), Interim Presentation of Group Term Project	Participation in class discussion, Interim Presentation of Group Term Project	Presentations of e-clipping (news articles) by selected students

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
	ASEAN	<p>within ASEAN region;</p> <p>2. analyze ASEAN market and business environment in international competitive context;</p> <p>3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region</p>			Reading Assignment			
6	AEC 2015: Integration in ASEAN	1. apply competitive strategy	100 min (Lecture) + 100 min	CILO 3, CILO 4, CILO 5	Class Discussion, Lecture, Debate,	Books, Journals, (printed, on-line)	Participation in class discussion; Debate	Presentations of e-clipping (news articles) by

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Session No	Topic	Learning Outcome	Time	Referring to CIO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		<p>principles and processes on industries within ASEAN region;</p> <p>2. analyze ASEAN market and business environment in international competitive context;</p> <p>3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region</p>	Class Discussion or Guest lecture		Reading assignments (books and journals)			<p>selected students;</p> <p>Review of Individual Projects and Feedback by Lecturer</p>

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
7	Consolidation: The political and social issues of SEA and the impact to economic development	<ol style="list-style-type: none"> 1. apply competitive strategy principles and processes on industries within ASEAN region; 2. analyze ASEAN market and business environment in international competitive context; 3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 1, CILO 3, CILO 4	Student presentation, Lecture by teacher, Debate, Reading Assignments (books and journals)	Books, Journals, (printed, on-line)	Participation in class discussion	Presentations of e-clipping (news articles) by selected students

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		view of how to compete in business within ASEAN region						
8	The Dynamic economic relations ASEAN vis a vis China	<ol style="list-style-type: none"> 1. apply competitive strategy principles and processes on industries within ASEAN region; 2. analyze ASEAN market and business environment in international competitive context; 3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 5, CILO 6, CILO 7	Lecture, Discussion groups, Reading assignment (books, journals)	Books, Journals, (printed, on-line)	Participation in class discussion	<p>Presentations of e-clipping (news articles) by selected students;</p> <p>Review of Individual Projects and Feedback by Lecturer</p>

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		an understanding of a holistic view of how to compete in business within ASEAN region						
9	The Role of the United States in ASEAN: Growing, stalling or Declining?	<ol style="list-style-type: none"> 1. apply competitive strategy principles and processes on industries within ASEAN region; 2. analyze ASEAN market and business environment in international competitive context; 3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision- 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 5, CILO 6, CILO 7	Guest Lecture, Discussion groups	Books, Journals, (printed, on-line)	Participation in class discussion	Presentation of Group Projects

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region						
10	Training on Digital Content	apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 4	Learning in Computer Laboratory	Computer/Laptop	Participation in class discussion	Presentation of Group Projects
11	Training on Digital Content Guest Lecturer	apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 4	Learning in Computer Laboratory Guest Lecture	Computer/Laptop	Participation in class discussion	Presentation of Group Projects
12	Current business and	1. apply competitive	100 min (Lecture)	CILO 5, CILO 6, CILO 7	Discussion groups, Presentations,	Books, Journals, (printed, on-line)	Participation in class discussion	Presentation of Group Projects

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Session No	Topic	Learning Outcome	Time	Referring to CIO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
	political issues in ASEAN + 3	<p>strategy principles and processes on industries within ASEAN region;</p> <p>2. analyze ASEAN market and business environment in international competitive context;</p> <p>3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within</p>	+ 100 min Class Discussion or Guest lecture		Lecture			

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Session No	Topic	Learning Outcome	Time	Referring to CILO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		ASEAN region						
13	ASEAN Economic Community: What is the next step?	<ol style="list-style-type: none"> 1. apply competitive strategy principles and processes on industries within ASEAN region; 2. analyze ASEAN market and business environment in international competitive context; 3. apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in 	100 min (Lecture) + 100 min Class Discussion or Guest lecture	CILO 5, CILO 6, CILO 7	Discussion groups, Presentations, Lecture	Books, Journals, (printed, on-line)	Participation in class discussion	Presentation of Group Projects

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Session No	Topic	Learning Outcome	Time	Referring to CIO	Learning Activity	Resources needed	Formative Assessment	Summative Assessment
		business within ASEAN region						