

## **The University of Auckland Business School**

### **Course Outline**

### **INTBUS 727: Competing in the Asia-Pacific (15 POINTS)**

**Quarter 2, 2013**

---

#### **Course Prescription**

Focuses on the business environment in the Asia-Pacific region including economic, political and legal factors, socio-cultural characteristics, impacts of technological change, regional groupings and relationships in the global context. Considers changes taking place in key regional economies and their implications for international business.

#### **Programme and Course Advice**

Prerequisites: INTBUS721,723,724

Restriction: INTBUS755

#### **Goals of the Course**

The growth and internationalization of many Asian economies has captured the attention of MNCs worldwide. For many firms, competing in the broad Asia-Pacific is essential to their future growth. While economic growth in the region presents many business opportunities, the business environment is also subject to change and volatility. Competing successfully in Asia requires an understanding of the diverse national business systems that make up the regional economy.

This course reviews recent developments in the international business environment in the Asia Pacific region and analyses the factors that influence the operation of businesses across national boundaries. The focus of the course is on how changes in the business environment in Asia impact on international trade, investment and competitiveness of firms in the region. This course is designed to provide students with strong analytical skills.

#### **Learning Outcomes**

By the end of this course, the students will be able to:

1. identify and understand the implications of different national business environments in key countries in the Asia-Pacific region;
2. understand and assess contending arguments about the sources of business success and economic growth in the region;
3. critically assess the competitive and functional strategies used by both indigenous and western multinationals in the Asia Pacific region;
4. independently apply ideas and information introduced in the course to case analyses of particular firms and national environments.

## Content Outline

1. 10 April. Introduction: significance of the region and business opportunities
2. 17 April. Regional integration and regional cooperation
3. 24 April. Business groups and networks
4. 1 May. Business-government relations
5. 8 May. Productivity and innovation: the challenge of upgrading
6. 15 May. Entry and growth strategies
7. 22 May. Markets and marketing
8. 29 May. Human resources management
9. 5 June. SMEs and family businesses
10. 12 June. In-class test

## Learning and Teaching

Students are expected to attend seminar-style classes ready to discuss the assigned materials. Come prepared to participate. The classes are an opportunity for you to explore ideas, develop your own thinking and clarify anything that you are not sure about. Familiarity with current business news from the region will make the course more meaningful – try to take a look at regional newspapers or online magazines regularly.

Written assignments are designed for you to showcase and develop research and analysis skills, while the team-based oral presentation aims to develop skills in collaborative learning and communication.

## Teaching Staff

### Dr Natasha Hamilton-Hart

Department of Management and International Business  
Office: 496, OGGB Building  
Tel: 373 7599 ext. 84211  
Fax: 373 7477  
Email: [n.hamilton-hart@auckland.ac.nz](mailto:n.hamilton-hart@auckland.ac.nz)

### Dr Henry Shi

Department of Management and International Business  
Office: 485, OGGB Building  
Tel: 373 7599 ext. 85915  
Fax: 373 7477  
Email: [h.shi@auckland.ac.nz](mailto:h.shi@auckland.ac.nz)

## Learning Resources

There is no prescribed textbook for this course. Required readings are listed in the weekly schedule and are available online, through Cecil, the library catalogue or other internet sites. Keep an eye on the resources section on Cecil for additional material that may be posted during the course.

## Assessment

Team-based case presentation - dates TBC	20%
Written outline for research report - due in class WEEK 4	10%
Research report – due in class WEEK 8	40%
In-class test - WEEK 10	30%

Learning Outcome	Outline	Research report	Team-based presentation	Final Examination
1	<b>X</b>	<b>X</b>		<b>X</b>
2	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
3	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
4	<b>X</b>	<b>X</b>		