



Course Outline 2017

BUSMGT 743: COMPETING IN ASIA (15 POINTS)

Quarter 1 (1172)

Course Prescription

Develops highly specialised knowledge about the changing institutional and business environments in key economies in the Asia-Pacific region. Requires independent research and analysis to critically evaluate the implications of such changes for innovation, business strategy and understanding customers.

Programme and Course Advice

Prerequisite: 60 points from BUSMGT 724, 741, 751, 752, 754, 761, with at least a B grade average

Restriction: INTBUS 727

Goals of the Course

The focus of the course is on:

- understanding the diversity of regional economies and the range of contextual factors that affect business operations, opportunities and outcomes; and
- understanding characteristics of the business and the institutional environment in selected economies of the Asia-Pacific region; and
- creating an awareness of the variety of transnational regional dynamics that affect business opportunities and strategies.

Learning Outcomes

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

1. debate the implications of different national business environments in key countries in the Asia-Pacific region to anticipate changes in the market and business environment and formulate viable strategy options;
2. assess competing arguments about the sources of business success and economic growth in the region and defend specific strategy recommendations in shaping high-payoff endeavors;
3. evaluate the competitive and functional strategies used by indigenous and foreign firms to develop testable conjectures about future business opportunities in Asia;
4. appraise key marketing and international business concepts, theories and models in creating approaches for augmenting capabilities, nurturing relationships and orchestrating assets to build competitive advantage in the Asia region.

Content Outline

Week	Topic	Dates		Assessments
1	(Re)emergence of Asia	Plenary Tutorial TBL	6.1.	
2	Compression of development and challenges of upgrading	Plenary Tutorial TBL	10.1. 11.1. 12.1	Case discussion ◻ 3% Taiwan: HTC
3	Emerging market firms as global players and brands	Plenary Tutorial TBL	17.1. 18.1. 19.1.	Case discussion ◻ 3% China: Huawei in Canada
4	Greening of capitalism - the next great transformation	Lecture Tutorial TBL	24.1. 25.1. 26.1	Eras map ◻ 10%
5	Entrepreneurship and market creation in Asia	Plenary Tutorial TBL	31.1. 1.2. 2.2.	Case discussion ◻ 3% Indonesia: Jababeka
6	SMEs, family businesses and trust	Plenary Tutorial TBL	7.2. 8.2. 9.2.	Research essay ◻ 35%
7	Joint Ventures, Alliances and Intellectual Property	Plenary Tutorial TBL	14.2. 15.2. 16.2.	Case discussion ◻ 3% China/Japan: Hisense-Hitachi
8	Wholly owned subsidiaries – marketing and distribution	Plenary Tutorial TBL	21.2. 22.2. 23.2.	Case discussion ◻ 3% India: Tesco Plc
9	Online revolution and reaching the 'new' Asian consumer	Plenary Tutorial TBL	28.2. 1.3. 2.3.	Innovation landscape analysis ◻ 10%
10	Asian management and the talent challenge	Plenary Tutorial TBL	6.3. 7.3. 8.3.	Final test ◻ 30%

Learning and Teaching

Teaching methods used in this course include lectures, class discussions and case analyses. Students are expected to attend 5.5 hours of contact hours per week, comprising a 1.5-hour plenary session, 2-hour tutorial and 2-hour TBL session.

In addition to attending classes, students should be prepared to spend about ten hours per week on activities related to this course. These activities include reading the course materials, solving recommended practice problems, preparing for tutorials, working on assignments and preparing for assessment.

Students are required to attend 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.

Teaching Staff

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Learning Resources

There is no prescribed textbook for this course. All readings are available on the course readings page embedded in the CANVAS page.

We strongly encourage students to consult the following book by Dr Ian Hunter in preparing the research essay:

Hunter, I. (2013). *Write That Essay! Tertiary Edition. A Practical Guide to Writing Better Essays and Achieving Higher Grades*. New Zealand: Hunter Publishing. ISBN: 1927181038.

Assessment

Individual assignments	Learning outcomes	Total Weight	Due date
Research essay	1-4	35%	Week 6
TBL exercises (5 x 3%)	1-4	15%	Week 2,3,5,7,8
Final Test	1-4	30%	TBA

Group project

Group project part A: Eras map slide-deck	1,2,3	10% (individual grade)	TBL Week 4
Group project part B: Innovation landscape analysis slide-deck	1,2,3	10% (group grade)	TBL Week 9

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the instructor. If you have been granted special examination conditions, please make the instructor aware of these at the beginning of the quarter, so that appropriate arrangements can be made.

Student Feedback

This course has been offered by Dr Benjamin Fath and Ms Dana Cumin previously. In response to student feedback from Quarter 3 2016, we made the following modifications:

- Students will now receive individual grades for the eras map to increase transparency.
- The weight of the research essay has been increased to 35% in order to represent the workload. The word limit has been raised to 3000 words and the deadline moved to week 6.
- We revised the second part of the group project in order to better reflect the dynamism in the region.

Students will be asked to complete a course evaluation near the end of the course to provide feedback that will be used to inform the ongoing development of the course.

Academic Integrity

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing:

www.cite.auckland.ac.nz/

The document Guidelines: Conduct of Coursework provides further advice on how to avoid plagiarism. It can be found at:
www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed

Third Party Assistance with Coursework

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties, you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at:
www.business.auckland.ac.nz/thirdpartyassistance

Help with Academic Referencing

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.

Assignment Submission

All assignments for this course should be submitted through the Assignments section of these course webpages, after going through the standard review process. This process is as follows:

1. assignment draft is run through Grammarly
2. Grammarly report and assignment draft are submitted to the assignment draft point for language, grammar and structure review and feedback by the Business Communication team, and for originality checking. This draft point will close no later than 24 hours before the assignment submission deadline
3. final assignment, which incorporates the Business Communication team feedback on language and originality, is submitted to the final submission point

The draft and final submission points can be found in the Assignments section of these webpages.

Late Submissions and Special Consideration

For any queries about the programme policies around the late submission of assignments, or for special consideration or aegrotat processes, please contact the programme manager.