GLOBAL SUMMER PROGRAMME 2027

MGMT312 ASIA PACIFIC BUSINESS

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COURSE DESCRIPTION

"In the past decade, the United States' economy grew by an average of 1.6% a year, the European Union's by 1.7%, Latin America's by 4.6%, East Asia's by 5.4% and South-East Asia's by 5.9%. The 21 economies of the largest trans-Pacific grouping, Asia-Pacific Economic Co-operation (APEC), account for nearly half of global trade. The region comprises not only the world's 'factory floor' but also its most important sources of services, technology and investments, and final goods markets," writes Peter Petri, an international trade economist. Yet despite the much-celebrated economic progress of the region and the potential to be reaped from it, there are clear strains and risks resulting from geopolitical and economic trends which impact businesses that operate here."

This course consists of a set of core lectures which will introduce students to: (a) economic, political, and socio-cultural theories and frameworks for understanding the context of business in the Asia Pacific region; and (b) the application of international business theories and frameworks to understand the decision-making processes of companies investing in the region. Course participants are expected to apply theories and frameworks to assess business environments of specific Asia Pacific economies. Participants are expected to analyse and make presentations about issues and challenges that are relevant to companies operating in large economies such as China, India, Taiwan, and South Korea but also emerging economies such as Myanmar, Indonesia, the Philippines, and Vietnam.

LEARNING OBJECTIVES

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

- Identify motivations for companies to seek internationalization within the Asia Pacific region
- Describe/ or explain socio-cultural, political, and economic systems in the Asia Pacific region and the resultant risks
- Identify different international strategies of multinational firms in the Asia Pacific region.
- Evaluate different market entry strategies, organisational structures, and human resource approaches for Asia Pacific business.
- Integrate other business and management courses into the international context.

PRE-REQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSE(S)

This course does not require any pre-requisite.

ASSESSMENT METHODS

The course consists of the following assessments:

Individual Class Participation	15%
Individual Weekly Quiz	10% + 25%
Team Country Topic Presentations	20%
Team Project (Presentation & Report)	30%
Total	**100%**

Important Assignment Dates

1. Individual Quiz 1: Lesson 4
2. Team Country Topic Presentations: Lesson 4
3. Individual Quiz 2: Lesson 10
4. Team Project Presentations: Lesson 11 & 12
5. Team Project Report Submission: Lesson 12

INSTRUCTIONAL METHODS AND EXPECTATIONS

Class Participation (15%):
This is a central part of the learning process for you and your classmates. When you contribute, you help others learn. Your participation mark reflects your contribution to your classmates' learning. This includes attendance, full preparation prior to class including reading assigned materials, and active participation in class discussions and group activities.

Class participation is assessed according to the following criteria:

Level	Criteria
A range	• Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyse which approaches are appropriate, etc. • Demonstrates ongoing very active involvement.
B range	• Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. • Demonstrates consistent ongoing involvement.
C range	• Does not offer to contribute to discussion but contributes to a moderate degree when called on. • Demonstrates sporadic involvement.
D range	• Present, not disruptive. • Tries to respond when called on but does not offer much. • Demonstrates very infrequent involvement in discussion.
F	• Absent without reason. • Disruptive in class.

Weekly Quiz (10% + 25%):
There will be a quiz at Lesson 4 and Lesson 10 respectively, i.e., a total of 2 quizzes for this course. The

quizzes contain a mix of multiple choices, true/false, and short qualitative questions. Questions will refer to recommended readings, lecture materials, and verbal explanations.

Country Topic Presentations (20%):
This is a team effort (groups of approximately 6 - 7 persons each) and will be graded based on a presentation during Lesson 4. Each team will become an "Expert" in a country within Asia Pacific and research into a country specific topic of interest

Examples:

- China – "One Belt, One Road" – Bane or Boon?
- India – "Jugaad" Innovations
- South Korea – Korean "FAANG"
- Indonesia – "Gotong Royong"

Format - Each team to present (10 minutes) - Max 10mins with up to 10 simple slides with additional 3 minutes for Q&A. Groups with more than 6 members will have 1 minute more per additional person for Presentation but no extra slides. Extra slides and going over-time will result in penalties.

Group Project (30%)
The Group Project is a team effort, and each team will be required to present a recommendation to the Board of Directors of selected companies on their Internationalization Strategy into or out of Asia Pacific. This will be graded based upon two components: Presentation (33.3%) & Report (66,6%).

Presentation format:
Presentation limited to 20 slides (excluding cover slide & appendix, if any). Maximum of 20min, with an additional 5min of Q&A. Groups with more than 6 members will have 2 minutes more per additional person for Presentation but no extra slides. Extra slides and going over-time will result in penalties. Every member must present. The presentation will be graded for content (relevance to topic, supporting concepts, etc.), & delivery (audibility, confidence, flow, coordination among members, creative elements).

A 1-page executive summary is to be circulated by all teams to the rest of the class at the beginning of Week 4 before the presentations are conducted. The class is required to read the executive summary and prepare for the discussion.

Report format:
Each team is required to submit a 3000-word report. The Report must be written in a scholarly manner. It will be graded for its relevance, coverage, organization, linkage to course concepts, depth, and clarity of analysis, writing elegance, formatting, illustrations, and effective editing. The Report should be type-written, 1.5 line-spaced, using 12-point size font.

All members in a team are accountable for the team project. At the end of the term, each member may evaluate the overall contributions of other members in his/her team (relative to your own contribution). All members in a team will receive the same grade for team activities. However, your individual grade for all team activities may be adjusted downward if most of your team members evaluate your contribution unfavorably.

Academic Integrity - The Group Project must be your group's original effort. The academic writing etiquettes require that you respect intellectual property by observing the academic propriety of citing, quoting with references, and providing full references for all cites and quotes.

Do not submit work purporting to be your group's own when in whole or substantive part the work has been published or submitted for other courses inside and outside SMU. The extensive borrowing of ideas

and material with proper attributions may constitute plagiarism. In other words, you cannot submit a cut-and-paste material even when properly attributed to Author A with cut-and-paste material properly attributed to Author B because such a combination of Author A's and Author B's works would not be an original effort. Also, you must not cosmetically modify different pieces of work by others and submit them as if they are yours. The proper thing to do would be to add your points and interpretations, and your original text should be more than the works you quote.

You must fully cite the sources for the data and tables immediately after or below each of them. You cannot use the citations and references used by other authors as if they are your own. If you yourself did not access the original tables or figures, your citations would be a second-hand cite. Do not fabricate data and tables, or alter existing data and tables, to submit as your own. Any attempt to deceive by including references and sources of information that you know are not used in your submissions will incur penalties. Your group may be requested to furnish drafts and material to defend authenticity of the submission.

Attendance:
You are expected to be punctual for class. Late attendance will be noted and will affect your contribution grade for that class. If you miss a class, you will not receive any contribution credit for that class; there is no way to "make up" for a missed day. If you anticipate difficulties attending classes, you should notify me via email. The reason there is such a strict attendance policy for this course is because we will learn from the varied experiences, perspectives, and analytical frames that students bring to the course. You will notice that class participation constitutes 20% of your grades and it is not possible for you to gain any participation grades if you are not in class. The only exceptions made are for university-approved absences (e.g., documented medical reasons, official religious events).

Electronic Devices:
Use of computers and mobile devices in class: Laptops are allowed in class and required for the quizzes. Students are NOT permitted to surf the web, check e-mail, engage in instant messaging, playing games, electronic trading etc. on their mobile devices. Such behaviour is distracting, counterproductive, and violates our norms.

CONSULTATIONS

To be advised

RECOMMENDED TEXT AND READINGS

To be advised / Refer to eLearn Reading List

UNIVERSITY POLICIES

Academic Integrity
All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx.

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LESSON PLAN		
LESSONS	**TOPICS**	**REMARKS**
LESSON 1	COURSE OVERVIEW/ MOTIVATIONS FOR INTERNATIONALIZATION INTO ASIA PACIFIC	Refer to eLearn Reading List
LESSON 2	THE INTERNATIONAL BUSINESS ENVIRONMENT IN ASIA PACIFIC: ECONOMICS & CULTURE	Refer to eLearn Reading List
LESSON 3	THE STATE, POLITICS, AND BUSINESS IN ASIA PACIFIC	Refer to eLearn Reading List
LESSON 4	COUNTRY TOPIC PRESENTATIONS QUIZ 1	
LESSON 5	INTERNATIONALIZATION STRATEGY INTO ASIA PACIFIC	Refer to eLearn Reading List
LESSON 6	ENTRY MODE CHOICES	Refer to eLearn Reading List
LESSON 7	STRATEGIC ALLIANCES AND JOINT VENTURES AND INTERNATIONAL ACQUISITIONS WITHIN ASIA PACIFIC	Refer to eLearn Reading List
LESSON 8	MULTINATIONAL ENTERPRISES & BUSINESS GROUPS IN ASIA PACIFIC	Refer to eLearn Reading List
LESSON 9	FIELD TRIP (to be determined)	
LESSON 10	ORGANIZATION & HRM IN ASIA PACIFIC	Refer to eLearn Reading List
LESSON 11	QUIZ 2	
LESSON 12	GROUP PROJECT PRESENTATIONS REPORT SUBMISSION	