

COURSE SPECIFICATION DOCUMENT

Academic School	Business
Programme:	BA (Hons.) Business Management with Combined Studies
FHEQ Level:	5
Course Title:	Asian Business Management
Course Code:	INB 5100
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120
Lectures:	45
Seminar / Tutorials:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The Asian continent counts 5 billion people which is one-third of the global economy. In terms of global economic growth, around two-thirds originate in Asia. This course allows students to gain an understanding of the profound significance of the current and potential future that Asian businesses and the Asian business environment offer. Through analysing the cultural, geographic, demographic and historical influences students will gain in-depth knowledge of management styles in Asia. The course will provide students with many case studies of success and failures of various leading national and multinational companies across Asia. Students will be equipped with the necessary understanding and skills to explore business opportunities the continent offers.

Prerequisites: GEP 4180

Aims and Objectives:

- To develop specific knowledge and understanding of international management through theoretical and carefully-selected practical case studies of Asian businesses.

- To nurture independent study skills in research, analytical and evaluative techniques, with an informed critical perspective.
- To encourage an innovative and entrepreneurial outlook, to react to and initiate commercial and creative opportunities by applying a range of transferable and professional skills with knowledge and cognitive abilities.

Programme Outcomes

A2, A4

B2, B3, B5

C1, C2

D1, D2, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

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

Knowledge and Understanding

- Understand and analyse the diversity, significance and inconsistencies associated with Asian management
- Evaluate the successes and failures of Asian firms across disparate sectors
- Comprehend and analyse the distinctive features of Asian businesses

Cognitive Skills

- Evaluate statements in terms of evidence
- Define terms adequately and to generalise appropriately
- Research, synthesise and apply critical analysis to theoretical and contextual information
- Analyse and process information appropriate for doing business in Asia

Practical and / or professional skills

- Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard
- Create innovative management solutions within professional contexts

Key Skills

- Participate and co-operate within independent, social and team and leadership roles

- Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving

Indicative Content:

1. Asian Management in the 21st Century
2. Asianisation of the World
3. Distinct Asian management culture
4. Capitalism, Asian Style
5. Differences in management problems across countries in Asia
6. Japanese Management Techniques
7. Chinese management model regarding enterprise competitiveness
8. Leadership and management in Korea
9. Managing cultural diversity in Southeast Asia
10. Managing the Chinese firm in Hong Kong and Taiwan
11. Indian way of Management

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the required and recommended readings. Weekly seminars will support and enhance student learning through the exploration and application of their understanding.

Bibliography:

Bartlett, C. and Beamish, P. W., 2018. *Transnational Management* (8th ed.). Cambridge University Press: Cambridge.

Casas, T. and Mitusis, D., 2013. Asian Management and Entrepreneurship: From Identity to Narrative, via Structure. *Journal of Enterprise Culture*, 21, pp. 375-382.

Chan, T. and Cui, G.(Eds.), 2014. *The Rise of Asian Firms: Strengths and Strategies*. London: Palgrave.

Hofstede, G., 2007. Asian Management in the 21st Century in *Asia Pacific*, 24, pp. 411-420.

Hunter, M., 2012. Do Asian Management Paradigms Exist? A Look At Four Theoretical Frameworks. *Review of Contemporary Philosophy*, 11, pp. 92-124.

Johnson. C., 1988. Japanese-Style Management in America. *California Management Review*, 30(4), p. 34.

Khanna, P., 2019. *The Future is Asian*. Croydon: Weidenfield and Nicolson.

Liker, J.K., 2004. *The Toyota Way*. New York: McGraw Hill.

Minkov, M. and Blagoev, V., 2014. Is there a distinct Asian management culture? *Asia Pacific Business Review*, 20(2), pp. 209-215.

Tipton, F.B., 2007. *Asian Firms: History, Institutions and Management*. Cheltenham: Edward Elgar Publishing.

Zhao, S. and Jian, C., 2008. Learning by Doing: Emerging Paths of Chinese Management Research. *Management and Organisation Review*, 5(1), pp. 107-119.

Journals

South Asian Journal of Management
Asia Pacific Business Review
Journal of the Asia Pacific economy
Asian Case Research Journal
Pacific Economic Review

Web Sites

<https://cmp.smu.edu.sg/ami>

www.ft.com

www.theeconomist.com

www.hbr.com

See syllabus for complete reading list

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus
