

ASB Summer University course description

Title Asian Business

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When and Where

The course is part of the ASB Summer University, which will take place at the Aarhus School of Business from 5 July – 28 August 2010. Applications must be submitted before 15 March 2010 and must be made on-line at www.asb.dk/summeruniversity. For more information on the programme please have a look at the website.

Aim of the course

This course focuses on business development in Asian countries, with an emphasis on business strategies, management processes and practices. The aim of the course includes discussion on the practical aspects of doing business with firms from Asian countries and government-business relations in those countries from managerial and cultural perspectives. In nutshell, this course aims at providing students with a comprehensive understanding of the dynamics of business in the Asia Pacific.

Main issues

China and India are expected to emerge as the largest and third largest economies in the world by 2040, as per the forecasts by reputed organizations. Japan is already the second largest economy in the world. There are many Asian multinational firms competing for the business in foreign markets and foreign multinationals doing business in different Asian countries. Taking into account all these, this course takes the perspective of firms active in the Asian continent either as indigenous firms growing from the region and becoming players in the world market or as western multinationals operating in the region. It is designed to cover three modules (i) Business Environment in Asian countries (ii) Competing for success in Asia (iii) Functional Perspectives on Asia businesses.

Contents include:

Module 1 Business Environment in Asian Countries

- Anatomy of Indian Economy, Business & Indian Multinationals
- Anatomy of Japanese Economy & Business
- Business Strategies of Japanese Multinationals

Module 2 Competing for Success in Asia

- *Doing Business in China, (Case: Wal-Mart in China)
- *Doing Business in Japan, (Case: Renault-Nissan Alliance)
- *Doing Business in South Asia (Case: Monitor's opportunities in India)
- *East Beats West, (Case of Malaysia)
- *Foreign Firms in Asia (Cases: Louis Vuiton in Japan, Hongkong Disneyland, Post-WTO China & Citi Group, General Motors in China)

Module 3 Functional Perspectives on Asian Business:

- South Korean Chaebols
- Thailand and Thai Telecom
- Case on Singapore Airlines
- Country, Market & Opportunity Analysis (Asia)
- Toyota, Wipro, Tata and Infobeans)

Teaching methodology

Teaching methods in this course include a mix of lectures, class discussions, Case analysis, Videos , Group work and Presentation of case.

Learning outcome

- Skills – In-Depth knowledge of political, economic and cultural factors shaping the business environment and strategies in Asian countries
- Competences – Advanced understanding of competitive market structure within the Asian region
- Knowledge - Functional strategies used by the Multinational firms in Asia and apply the knowledge to a hands-on business consulting project.

Exam

The grade for the course consists of two parts:

- Coursework counting 40 %
- 3-hour written exam counting 60 %

Course work grading individually:

- One home assignment (Each student writes a report of 5 pages containing qualitative analyses and conclusion)
Oral presentation of a case/paper

Literature

- Business Environment by Justin Paul, McGraw-Hill (www.mhhe.com/justinpaul)
- Business in Asia, Sonia by Oxford University Press
- International Business by Justin Paul, Prentice Hall
- International Marketing by Justin Paul and R.Kapoor (www.mhhe.com/paul-kapoor)
- Articles from journals such as Journal of International Business studies and Asia Pacific Business Review