MGMT5604: ASIA-PACIFIC BUSINESS AND MANAGEMENT

Course Information
1. INTRODUCTION

Asia Pacific Business and Management (MGMT 5604) provides a strategic perspective on the long-term issues facing multinational and domestic enterprises in Asia today. It pays critical attention to the external and internal environments of the firm, the nature and sources of competitive advantage of domestic firms, and on the organisational aspects of developing and managing multinational and domestic enterprises across the region.

2. AIMS AND OBJECTIVES

The key focus of this unit is on competitive strategy and advantage of firms across the Asia Pacific and South Asia. It examines the regional factors impinging upon the behaviour of businesses in the region, and provides strategic insights into successful business models in the region. The course is designed to provide students with the conceptual tools to understand:

- The dynamic interaction between markets and state intervention guiding the behaviour of multinational and domestic enterprises within the Asia-Pacific
- The business activities and innovation systems across the economies in the Asia Pacific Region, including Japan, Korea, China, Taiwan, ASEAN countries and India.
- Prospects and problems of foreign direct investment and local enterprises in the Asia-Pacific region
- the policy context of competitive advantage, dynamic learning and innovation in Asian businesses; the role of networks, market and non-market institutions;

3. PREREQUISITE

MGMT 5601: Global Business and the Multinational Enterprise

4. LECTURERS

**Dr. Chung-Sok Suh**  
Course Coordinator and Lecturer for Weeks 1, 4-8, 14  
Room : Quad 3018  
Telephone: 9385-5802  
Email: c.suh@unsw.edu.au  
Consultation Hours: Tues 4-6 pm

**Dr. Pradeep Ray**  
Lecturer for Weeks 2-3 & 12 – 13  
Room : Quad 3013  
Telephone: 9385-5848  
Email: pray@unsw.edu.au  
Consultation Hours: To be advised

**Dr. Yue Wang**  
Lecturer for Weeks 9-11  
Room : Quad 3021  
Telephone: 9385-4934  
Email: yue.w@unsw.edu.au  
Consultation Hours: To be advised

5. CLASSES

To Be Announced.
6. TEXTBOOK, BOOK OF READINGS, CASE BOOK AND REFERENCES

Students are required to purchase the book of readings and cases for the MGMT 5604 course, in addition to the textbook. Please note that it is very important to gain familiarity with the subject matter in the readings and cases prior to attendance in classes.

Textbook:

Sonia El Kahal, (2001), Business in Asia Pacific: Text and Cases, Oxford University Press

Reference Books:


7. OUTLINE OF LECTURES AND READINGS AT A GLANCE

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>TEXT</th>
<th>READINGS (CASES)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CS</td>
<td>Introduction and Overview</td>
<td>Kojima (2003); Del Burg &amp; Martin (1998)</td>
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<tr>
<td>2</td>
<td>PR</td>
<td>The Flying Geese Model of Development: the East and South-East Asian economies</td>
<td>1</td>
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<tr>
<td>7</td>
<td></td>
<td>Mid-Session Exam (no classes)</td>
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</table>
Case: S Lin & J Guan (2004), Negotiating across the Pacific.

10 YW Hong Kong, Taiwan and the China Circle  5 K-S Kwong (1997); Y Wo (2004)
Case: L. H. Liew (2001), Bad Luck of bad management? Peregrine and the Asian Fiancial Crisis

11 YW Culture and Management in Southeast Asia  5 C. M. Hampden-Turner (2003); Y Zhu (2003)
Case: J. Barden & M Lyles (2001), Coca-Cola Indochina P. L

12 PR Technological Progress and the Role of State: the cases of Malaysia and Singapore  Lall (1995)
Case: J.A Matthews (1999); A Silicon Island of the East: Creating a Semiconductor Industry in Singapore


14 CS Asia Pacific Issues and Prospects – A Summary

CS : Chung-Sok Suh
PR : Pradeep Ray
YW : Yue Wang

8. ASSESSMENT

<table>
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<tr>
<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Mid-Semester Examination (60 minutes)</td>
<td>25%</td>
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<tr>
<td>Assignment</td>
<td>20%</td>
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<tr>
<td>Class Presentation &amp; Participation*</td>
<td>15%</td>
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<tr>
<td>Final Exam (2 hours)</td>
<td>40%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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- Students should perform satisfactorily in all phases of the subject to pass, as well as scoring an overall mark of 50 percent.
- Mid session exam: Date to be announced.
  Students should notify possible clashes with other lectures etc. by the end of Week 2. Part time students should notify their employer that the attendance at the mid-session exam is compulsory and obtain their time off.
- Attendance is compulsory. Attending classes other than the assigned one will not be counted. Absence from more than three classes during the semester will result in a zero participation grade. Exemptions may only be made on medical grounds.

9. ACADEMIC CONDUCT AND ADMINISTRATIVE ISSUES

The University expects students to behave in a sensible and responsible manner. Proper decorum must be followed at all times and disrespect shown to staff or to fellow students will not be tolerated under any circumstances. In case of any complaints/disputes about the course, lecturing style or assessment, bring it to the attention of your lecturer. In case
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<td>CS</td>
<td>Foreign Direct Investment &amp; MNEs in the Asia-Pacific Region</td>
<td>12, 13 Suh (1996); Haley (2000) Ch 6 Case: Li (2000) The evolution of multinational firms from Asia: A longitudinal study of Taiwan’s Acer Group</td>
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Students will form study groups (consisting of 3-4 students) during the first seminar meeting in Week 2. Each group will be allocated one reading from the list. The group will present a case study on the assigned topic and will lead discussion of the class.

**Seminar 1 (Week 2)**

a) Forming Study groups. Allocation of Discussion Questions  
b) How to Prepare Case Studies.

**Seminar 2 (Week 3)**


**Seminar 3 (Week 4)**


**Seminar 4 (Week 5)**


**Seminar 5 (Week 6)**


**Week 7 (No seminar)**

Mid-Session Exam Week

**Seminar 6 (Week 8)**


**Seminar 7 (Week 9)**


**Seminar 8 (Week 10)**

CASE: L. H. Liew (2001), *Bad Luck of bad management? Peregrine and the Asian Fiaancial Crisis*

**Seminar 9 (Week 11)**
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