

**GEB 6930 Doing Business in Asia**  
Hough Graduate School  
Warrington College of Business Administration  
University of Florida

**GENERAL INFORMATION**

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Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the timeframes for completing its assignments and activities.

**COURSE DESCRIPTION**

“Doing Business in Asia” is designed as an elective for graduate business majors from any functional area, particularly those with special interests in international business, marketing, or strategy. The course provides a comprehensive overview of culture and management practices in major East and Southeast Asian economies, as well as India and select Arab Emirates whose business activities are closely linked with those of greater Asia.

The course will proceed by a brief survey examination of the Asian business environment in general, along with that of each country’s history, culture, and economy, before going on to examine specific management practices in each country. Country specific activities will culminate with student teams engaging in an in-depth case analysis and presentation of an Asian-based corporation and its business operations and practices within a global competitive environment. On an individual level, students will develop a discussion paper on the business practices and operations of a specific multinational corporation in the context of a chosen country within the region.

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## COURSE OBJECTIVES

### Course Learning Objectives:

Upon completion of the course, students should:

1. Have an understanding of the Asian business environment in general, as well as that of each of the major economies in the region.
2. Cultivate cultural sensitivity toward, and awareness of, each of the major countries studied.
3. Become familiar with many of the major Asian multinational companies and their business operations within the region.
4. Understand the various legal, political, social, and environmental constraints within which businesses must operate in the region.
5. Gain a working level of competence and confidence for engaging in international business activities both within the region and with business people from the region generally.

These objectives will be accomplished through a variety of experiential group exercises requiring active participation from each student in the class, along with individual tests, group case analyses, and semester-long projects.

## MAJOR & CURRICULUM OBJECTIVES TARGETED

The Doing Business in Asia course is a general management course in the sense that the case analyses, skill building exercises, and classroom discussions draw upon globalization context for business; critical thinking; analytic skills; and ethical reasoning abilities.

In addition to the course learning objectives detailed above, this course will address general business education learning objectives, including communications ability and the use of information technology.

## TEXTBOOKS

### Note: Both of the following are Required Texts:

- 1.) Chindia: How China and India are Revolutionizing Global Business  
Author: Paul Engardio (Editor)  
Publisher: McGraw-Hill  
ISBN: 978-0071476577
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2.) Casebook Title: Asia's Star Brands  
Author: Paul Temporal  
Publisher: Wiley

ISBN: 978-0-470-82156-5

**The following is a Recommended, but not required text:**

Asia's Turning Point: An Introduction to Asia's Dynamic Economies at the Dawn of the New Century  
Authors: Ivan Tselichtchev and Phillippe Debroux  
Publisher: Wiley  
ISBN: 978-0-470-82360-6

## TEACHING METHODOLOGY

This course will proceed primarily through critical analysis of the text, cases, and other articles or readings that have been assigned for the course. Thus, it is imperative that you have read these materials IN ADVANCE and are well prepared to work with these concepts in your course projects and presentations.

Each student will be a member of a team of students throughout the semester who will work together to develop a group case analysis and presentation project during the term. Each team will develop a PowerPoint presentation of an assigned case to be presented to the class and posted to the course Blackboard site, along with a written case analysis paper. Additional instructions on how to prepare an effective case analysis and presentation will be discussed in class.

Each student will also individually prepare a discussion paper on the business practices and operations of a specific multinational corporation in the context of a chosen country within the region. These will be brief summary reports, based on the concepts introduced in this course, and will also be posted to the course Blackboard site for other members of the class to review. Additional instructions for the papers will be discussed in class.

## COURSE PREREQUISITES

Please make sure that you have completed all prerequisites, as required by your particular program of study, before taking this course. If you are unsure, please consult with your academic advisor.

## COMMUNICATING WITH THE INSTRUCTOR

For fastest response, please contact the professor directly via phone or email at [clarkel@ufl.edu](mailto:clarkel@ufl.edu)

## GRADING

Each student's final grade will be based on a combination of factors that include both oral presentation and written work in both group and individual efforts. The final grade is composed of the following elements and their respective weightings:

ACTIVE Class participation in discussions and attendance (including active participation in the in-class practice negotiation exercises and assessment on team peer evaluation forms): 10%

This course will proceed primarily through discussion and critical analysis of the text, cases, and other article readings that have been assigned for the course, along with in-class exercises. Thus, it is imperative that you have read these materials IN ADVANCE and are well prepared to discuss them when you come to class.

Group In-class case Presentation: 15%

Group Case Analysis Paper: 15%

Each student will be a member of a team of students throughout the semester. This group will work together to develop an in-class presentation of an assigned case, and will lead the class discussion of the case (including the development of study questions about the case to be discussed with the class). In addition, each group will be responsible for a written analysis of the assigned case of at least 5 pages (double-spaced). Additional instructions on how to prepare effective case analyses will be discussed during the first week of class.

Individual Discussion Paper: 30%

This paper must be a minimum of 10 pages in length, exclusive of title page, table of contents, and reference pages, and must include at least 10 unique references. The topic for the individual research paper will require the student to choose an industry or company operating within a country of their choosing in the region, and to provide an in-depth analysis of that company's operations in the country, as well as an overview of the unique political, cultural, regulatory and environmental challenges it faces in that context.

Final Exam: 30%

The exam will cover the assigned cases, as well as material from class lectures and other assigned reading material in the textbooks covered during the term.

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Course Requirements	Weights
ACTIVE participation in classroom discussions, case presentations and other group work, along with peer evaluations of team performance.	10%
Group In-Class Case Presentation	15%
Group Written Case Analysis	15%
Individual Discussion Paper	30%
Final Exam	30%
<b>Total</b>	<b>100%</b>

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	95-100%	B-	80 - 83%	D+	67 - 69%
A-	90 - 94%	C+	77 - 79%	D	64 - 66%
B+	87 - 89%	C	74 - 76%	D-	60 - 63%
B	84 - 86%	C-	70 - 73%	F	< 60%

## POLICIES AND PROCEDURES

As a college, we care about and enforce the university's policies and procedures as they are important to the quality of the education we are providing to you. Details on UF policies can be found at the university website:

[www.ufl.edu](http://www.ufl.edu)

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## UF LIBRARY SUPPORT

The UF library provides a number of services to on-campus and distance learning students. For example, students can request detailed instructions on how to access library resources by seeking assistance from the librarians online at [www.uflib.ufl.edu/ask](http://www.uflib.ufl.edu/ask)

You can visit the UF Library at: [www.ufl.edu/libraries](http://www.ufl.edu/libraries)

## TESTS

Each student will take an individual comprehensive final exam at the end of the term. This test will be taken as per the schedule in the official college examination calendar. The exam will cover chapters from the text, and class lectures and cases presented in class prior to the date of the test.

## CLASS E-LEARNING SITE

Please contact the professor directly if you have any questions or concerns regarding the use of the class E-learning site.

## DISCUSSION

Students are encouraged to use the general discussion forum at the course E-learning site, as well as their teams' private discussion forums to communicate with each other outside of class. The professor will post general information on the main discussion forum, as well as team specific information on the private group forums from time to time. If you want to communicate with the professor, or have a question, please ONLY use the professor's direct email address [clarkel@ufl.edu](mailto:clarkel@ufl.edu), or call her at 202-421-5568. Please do not post questions for the professor on the general or private discussion forums. This policy is in order to provide the fastest turnaround possible in answering your questions individually and specifically.

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## ASSIGNMENTS

This course has both individual and team-based assignments: Due dates for all assignments are listed in the course calendar below.

## RESEARCH PAPER

The topic for the individual research paper will require the student to choose an industry or company operating within a country of their choosing in the region, and to provide an in-depth analysis of that industry's or company's operations in the country, as well as an overview of the unique political, cultural, regulatory and environmental challenges it faces in that context.

## EXPECTATIONS OF THIS COURSE

This is a traditional format course. Nonetheless, a substantial portion of the materials, peer discussions, and review materials will be posted or conducted online: through the class Blackboard site, and through interactions online generally with your classmates, and especially your team members.

Expectations for performance and collegial behavior in the online portion of the course are the same as for the more traditional aspects of the course. Indeed, courses with substantial online components require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

You will be expected to interact online with the professor and your fellow students; to do assignments; to meet deadlines; and in some assignments, to work in groups when away from the classroom. If you are unsure about any of the above, please ask the professor directly at [clarkel@ufl.edu](mailto:clarkel@ufl.edu) or by phone at 202-421-5568.

## COURSE CALENDAR

Module	Topic
4	

<p>Week 1:</p>	<p><u>First Class – March 7</u></p> <p>Introduction: Students choose teams for group case assignments. Teams should consist of no more than five students per team.</p> <p>Teams will then come up with a list of their top three case assignment preferences (from the Asia’s Star Brands case book) as the ones they would like to work on for the team case project. Once you have the list of preferences agreed upon, please have the team leader post this list to its specially designated section of the discussion forum. We will endeavor to assign each team their highest preference, on a first-come basis. This will be accomplished in full either by the second class meeting, or via announcement posting to the course site.</p> <p>Class lecture and discussion: Introduction to culture and management in Asia – review syllabus &amp; course calendar How to construct a written case analysis and presentation - see outline document under “resources” on the E-Learning site (we’ll discuss this in detail in the second class meeting).</p> <p>Teams formed and case preferences selected.</p> <p>Reading assignment for next class meeting: Acquire text and casebooks if you haven’t already done so and make team case selections from ASB. (ASB = “Asia’s Star Brands” casebook)</p> <p>Note: As posted in the remainder of this course schedule, ALL students should make sure to read each of the cases assigned to the various teams prior to their presentations of these to the class. (See list of assigned cases to be posted to the class site after first class session).</p> <p>Other homework assignments: Students may begin work with their teams on the case project assignment.</p> <p><u>Second Class – March 9</u></p> <p>Class lecture and discussion: Business &amp; Management Practices in China What is “Greater China?”</p> <p>Reading assignment for next class: Chindia text, Chapters 1 &amp; 2.</p>
<p>Week 2:</p>	<p><u>Third Class – March 14</u></p>



	<p>Class lecture and discussion: Hong Kong</p> <p>Reading Assignment for next class: Chindia text, chapters 3 &amp; 4. See schedule of assigned team cases on class site.</p> <p><u>Fourth Class – March 16</u></p> <p>Class lecture and discussion: Taiwan</p> <p>Team 1 Case Presentation and Discussion: (As assigned first week’s class sessions - see also schedule of assigned team cases on class site).</p> <p>Reading assignment for next class: Chindia text, chapters 5 &amp; 6.</p>
<p>Week 3:</p>	<p><u>Fifth Class – March 21</u></p> <p>Class lecture and discussion: Singapore</p> <p>Reading assignment for next class: Chindia text, chapters 7 &amp; 8. See schedule of assigned team cases on class site.</p> <p><u>Sixth Class – March 23</u></p> <p>Class lecture and discussion: South Korea</p> <p>Team 2 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class site).</p> <p>Reading assignment for next class: Chindia text, Chapters 9 &amp; 10.</p>
<p>Week 4:</p>	<p><u>Seventh Class – March 28</u></p> <p>Class lecture and discussion: Thailand</p> <p>Reading assignment for next class: Chindia text, Chapter 11.</p> <p><u>Eighth Class – March 30</u></p>

	<p>Class lecture and discussion: Malaysia</p> <p>Team 3 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class site).</p> <p>Reading assignment for next class: ASB text, chapters 1, 2 &amp; 3.</p>
<p>Week 5:</p>	<p><u>Ninth Class – April 4</u></p> <p>Class lecture and discussion: Vietnam, Indonesia, and The Philippines</p> <p>Reading assignment for next class: ASB text, chapters 4, 5 &amp; 6.</p> <p><u>Tenth Class – April 6</u></p> <p>Class lecture and discussion: India</p> <p>Team 4 Case Presentation and Discussion: (See schedule of assigned team cases on class site).</p> <p>Reading assignment for next class: ASB text chapters 7, 8 &amp; 9.</p>
<p>Week 6:</p>	<p><u>Eleventh Class – April 11</u></p> <p>Class lecture and discussion: India – cont'd.</p> <p>Team 5 Case Presentation and Discussion: (See schedule of assigned team cases on class site).</p> <p>Reading assignment for next class: Begin reviewing all previously assigned readings in preparation for the final exam. Students should be finishing up individual research papers.</p> <p>Reading assignment for next class: ASB text chapters 10, 11 &amp; 12.</p> <p><u>Twelfth Class – April 13</u></p> <p>Class lecture and discussion: North Korea, the Russian Far East, Dubai &amp; The UAE,</p> <p>Team 6 Case Presentation and Discussion: (See schedule of assigned team cases on class site).</p>

Reading assignment for next class: ASB text chapters 13, 14 & 15.

Thirteenth Class – April 18

Class lecture and discussion: Japan

Team 7 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class site.

All individual research papers due (Each student should bring a hard copy of his/her paper to class).

Fourteenth Class – April 20

Course Wrap-up and Review for Final Exam.

Reading assignment: Students should continue reviewing all previously assigned readings in preparation for the final exam.

Final Exam Week for Mod 4 – April 24-26

**Final Exam** – Note: the final exam for the course will be given during the official college exam week for Mod 4, and will be ONLINE. The exam period will be open between Monday April 24 and Wednesday April 26. Exact times the exam will be open during this 3-day period will be announced in class. You will have any two consecutive hours during this period in which to take and submit the exam on the course E-learning site.

