



University of
Nottingham

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NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA

DOING BUSINESS IN ASIA (Level 1)

Summer School 3– 16 July 2019



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Accessibility/Disability:

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Lead Convenor	Mr. Michael Mustafa
Module Code	
Module Title	DOING BUSINESS IN ASIA (Level 1)
Mode of Delivery	7 days of 5 hours per day, 1 day 2.5 hours comprising lectures, discussions, case analysis, field trip and students' presentations.
Module Aims	This module aims to provide: <ul style="list-style-type: none"> • A critical understanding of the socio-cultural environment in Asia to help in doing business in the region • An introduction to international business strategies • An understanding of consumers and marketing functions • An understanding of human resources practices in Asia • An introduction to sustainability for business organisation strategy
Method of Assessment	Individual course work with 2,000 words limit (100%)
Daily Schedule	0930-1200: (except 3rd July 2019, class starts at 10.00am) Lunch : 12 noon- 1.00pm 1.00pm - 2.30pm 9.30-1200 noon (16th July 2019)

A. TOPIC SCHEDULE:

DATE	TIME	TOPIC	LEADERS
Wed 3 rd Jul 2019	10.00am – 2.30pm	Introduction to Asian Values and Business .	Vanitha Ponnusamy Vanitha.Ponnusamy@nottingham.edu.my
Thur 4 th Jul 201	9.30am - 2.30pm	Marketing in Asia – The Asian Consumer	Dilip Mutum Dilip.Mutum@nottingham.edu.my
Fri 5 th Jul 2019	9.30am – 2.30pm	Human Resource Management Practices - An Asian Perspective	Mathew Abraham Mathew.Abraham@email.nottingham.edu.my
Mon 8 th Jul 2019	9.30am - 2.30pm	Entrepreneurship from Creativity to Innovation	Kenny Wong Meng Seng Wong.MengSeng@nottingham.edu.my
Tues 9 th Jul 2019	Company Site Visit/Field Trip		
Wed 10 th Jul 2019	Batu Caves trip		
Thur 11 th Jul 2019	9.30am - 2.30pm	Creativity and Business Planning I – Asian Business Challenge	Hazel Ramos Hazel-Melanie.Ramos@nottingham.edu.my
Mon 15 th Jul 2019	9.30am - 2.30pm	Creativity and Business Planning II – Asian Business Challenge	Hazel Ramos Hazel-Melanie.Ramos@nottingham.edu.my
Tue 16 th Jul 2019	9.30am – 12pm	Presentations-Wrap Up	TBC

A. Module Content and Readings

TOPICS	<i>Topic Leaders</i>
Introduction to Asian Values and Business	<u>Vanitha Ponnusamy</u>
<ul style="list-style-type: none"> • Leung, K., Bhagat, R. S., Buchan, N. R., Erez, M. and Gibson, C. B. (2005). Culture and international business: Recent advances and their implications for future research. <i>Journal of international business studies</i>, 36(4), 357-378. • Richardson, C. and Rammal, H. G. (2018). Religious belief and international business negotiations: Does faith influence negotiator behaviour?. <i>International Business Review</i>, 27(2), 401-409. • Denison, D. R., Haaland, S., and Goelzer, P. A. U. L. O. (2004). Is Asia different from the rest of the world. <i>Organizational Dynamics</i>, 33(1), 98-109. 	
Marketing in Asia – The Asian Consumer	<u>Dilip Mutum</u>
<ul style="list-style-type: none"> • Comstock, B., Gulati, R. and Liguori, S. (2010), "Unleashing the Power of Marketing", <i>Harvard Business Review</i>, 88 (October), pp. 90-98. • Shaw, E.H. and Jones, D.G.B (2005). "A history of schools of marketing thought", <i>Marketing Theory</i>, Vol.5 No.3, pp.239-281. • Yankelovich, D. and Meer, D. (2006), "Rediscovering Market Segmentation", <i>Harvard Business Review</i>, February, pp. 122-131. • Alden, D.L., Steenkamp, J.B. and Batra, R. (1999), "Brand Positioning through Advertising in Asia, North America and Europe: The Role of Global Consumer Culture", <i>Journal of Marketing</i>, Vol. 63 (January), pp. 75-87. • Edelman, D.C. (2010), "Branding in the Digital Age: You're Spending Your Money in All the Wrong Places," <i>Harvard Business Review</i>, 88 (December), pp. 62- 69. 	
Human Resource Management Practices - An Asian Perspective	<u>Mathew Abraham</u>
<ul style="list-style-type: none"> • Yeung, A., Warner, M., and Rowley, C. (2008). "Guest editors' introduction growth and globalization: Evolution of human resource management practices in Asia". <i>Human Resource management</i>. Vol 47 (1), pp. 1-190. • Rowley, C and Benson, J. (2002). Convergence and Divergence in Asian Human Resource Management. <i>California Management Review</i>, 44 (2). pp 90-109. • Park, H.J., Gardner, T.M., and Wright, P.M. (2004). HR practices or HR capabilities: which matters? Insights from the Asia Pacific region. <i>Asia Pacific Journal of Human Resources</i>. Volume 42(3): pp 260-273. • Zhu, Y., Warner, M., and Rowley, C. (2007). Human resource management with 'Asian' characteristics: a hybrid people-management system in East Asia. <i>The International Journal of Human Resource Management</i>. Volume 18 (5), pp 745-768. • HRM Asia news: http://www.hrmasia.com/ 	
Entrepreneurship from Creativity to Innovation	<u>Kenny Wong Meng Seng</u>

- Hall, J. K., Martin, M. J. C. (2005) Disruptive Technologies, Stakeholders and the Innovation Value-added Chain: a framework for evaluating radical technology development. Journal of R and D Management.
- Daneels, E. (2004) Disruptive Technology Reconsidered: A Critique and Research Agenda. Journal of Product Innovation Management
- Lumsdaine, E. and Binks, M, (2007). Entrepreneurship, from Creativity to Innovation; Effective Thinking Skills for a Changing World. Trafford Publishing.

**Creativity and Business Planning
I & II – Asian Perspective**

Hazel Ramos

- Kawasaki, G. (2004). The Art of the Start: The Time-Tested, Battle- Hardened Guide for Anyone Starting Anything. Portfolio Harcover. (No nonsense guide to start-ups from someone who’s been there)
- Kirby, D. A. (2003). Entrepreneurship. Maidenhead: McGraw Hill Education. (very readable text covering major topics in entrepreneurship)
- Osterwalder, A. and Pigneur, Y. (2010). Business Model Generation. John Wiley & Sons.
- Ries, E. (2011). The Lean Startup. Portfolio / Penguin.
- Shane, S. (2008). The Illusions of Entrepreneurship: the Costly Myths that. Yale University Press.
- (Excellent book which takes a critical look at some of the mythology around entrepreneurship)

Presentation of business case

TBC

Group Presentation Task:

Food Wastage in SouthEast Asia. Drawing on what has been covered in classes about the Asian socio-economic context and business environment, students in groups of 3-5 are required to think of a creative business idea and proposal to solve the problem of Food Wastage in Asia.

The group should use PowerPoint slides for the presentation and all members of the group **must** participate in the presentation.

15 minutes presentation for each group and 5 minutes of Q & A.

Wrap Up and Summary of Module

B. INDIVIDUAL COURSE WORK GUIDELINES

1. Coursework (100%)

The body of the report should **not exceed 2,000 words** (excluding executive summary, references and appendices). Abstract required less than 300 words.

Task:

1. Choose **one country in Asia** and provide an overview of its **socio-economic dynamics**. (25 marks)
2. Examine the business, marketing and human resource strategies **of a firm** that has entered / has operations in the country chosen above. (60 marks)
3. Explain how your chosen country supports and facilitates entrepreneurial activity (15 marks)

2. Submission of Coursework:

One copy of coursework should be submitted via email to Mr Michael Mustafa at **Michael.mustafa@nottingham.edu.my** on the **23rd August 2019** by 2pm (Malaysian time).

Before final submission, please send in your assignment at "Turnitin UK" to check for plagiarism. The link will be provided on your moodle page.

3. Penalties for Late Submission

If coursework is submitted late without sufficient reason it should be marked in the normal way and a penalty applied. The standard University penalty for late submission should be 5.0% absolute (i.e. 5 marks on the 0 – 100 scale) per working day (i.e. excluding Saturday, Sunday or public holidays), until the mark reaches zero. Should a student be likely to miss a deadline then the situation should be discussed as early as possible with both the module convenor and personal tutor. Please note that in accordance with the Business School departmental procedure for obtaining an extension, any granting of extensions has to be coordinated by Mr Michael Mustafa.

4. Academic Misconduct and Penalties applied:

a) plagiarism

This is an academic offence and can result in **zero marks** being awarded for this module.

b) cheating

Do not borrow/lend your work to others which can result in **zero marks** being awarded for the coursework.

5. Academic Writing – ensuring good practice

Referencing

- Journal articles from the university website
- Magazine articles from university website
- No other internet source except official websites of governmental institutions, countries, companies, etc

- Harvard referencing system
- Quality references will garner more marks

All student coursework should be properly referenced as follows:

In text:

The additional role of the initiator was introduced by Bonoma (1982) ...

In references list section at the end:

For books:

Segal-Horn, S. and Faulkner, D. (1999) *The Dynamics of International Strategy*. (1st Edition), London: International Thomson Business Press.

For articles in books:

Plummer, M. G. (2000) 'Corporate Interaction, Direct Investment and Regional Cooperation in Industrialising Asia' in Kreinin, M. E. and Plummer, M. G. (eds.) *Economic Integration and Asia*, pp 184-199. Cheltenham and MA: Edward Elgar.

For journal articles:

Siler, P., Wang, C and Liu, X. (2003). "Technology Transfer within Multinational Enterprises: Panel Data Evidence from US Subsidiaries in Scotland", *Regional Studies*, 37(1): 15-25.

For newspaper or magazine articles:

MIDA (2004) 'Malaysia Moving up the Value China', *The Star*, 4 March.

For online sources:

AT Kearney (2004) 'A.T. Kearny's 2004 Offshore Location Attractiveness Index', Downloaded from http://www.atkearney.com/shared_res/pdf/Making_Offshore_S.pdf as at 15 January 2005.

Please make sure that you correctly reference all information sources used and it is very important that you quote correctly from reference sources. Please keep in mind, that if you *copy a section word by word* from a source, you have to show this in your essay by starting this section with "and ending it with", the reference should then also include the page number, as illustrate in the example below.

Example: Quelch and Bartlett (1999, p. 1) state that “perhaps the most powerful force driving the globalisation revolution has been the need for companies to capture economies at greater than national scale.”