



University of  
Nottingham

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**NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA**

## **DOING BUSINESS IN ASIA (Level 2)**

**Summer School 3– 16 July 2019**



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### **Accessibility/Disability:**

**If you would like a hard copy of this or subsequent documents in an alternative format, or have other concerns around issues of accessibility/disability please contact the LEAD Module Convenor.**

**Lead Convenor** Mr. Michael Mustafa

**Module Code**

**Module Title** **DOING BUSINESS IN ASIA (Level 2)**

**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:

- A critical understanding of Asian Society and Values in Business.
- A critical understanding of business strategies in Asia.
- An understanding of consumers in the Asian context
- An understanding of human resources practices in Asia
- An introduction to Strategic Thinking and Planning in Asia

**Method of Assessment** Individual course work with 2,000 words limit (100%)

**Daily Schedule** **0930-1200: (except 3<sup>rd</sup> July 2019, class starts at 10.00am)**  
**Lunch : 12 noon- 1.00pm**  
**1.00pm - 2.30pm**

**9.30-1200 noon (16<sup>th</sup> July 2019)**

**A. TOPIC SCHEDULE:**

DATE	TIME	TOPIC	LEADERS
Wed 3 <sup>rd</sup> Jul 2019	10.00am – 2.30pm	Asian Entrepreneurship: from Creativity to Innovation	Kenny Wong Meng Seng Wong.MengSeng@nottingham.edu.my
Thur 4 <sup>th</sup> Jul 201	9.30am - 2.30pm	Human Resource Management Practices - An Asian Perspective	Mathew Abraham Mathew.Abraham@email.nottingham.edu.my
Fri 5 <sup>th</sup> Jul 2019	9.30am – 2.30pm	Strategy in Asia	Vanitha Ponnusamy Vanitha.Ponnusamy@nottingham.edu.my
Mon 8 <sup>th</sup> Jul 2019	9.30am - 2.30pm	Asian Society and Values in Business	Vanitha Ponnusamy Vanitha.Ponnusamy@nottingham.edu.my
Tues 9 <sup>th</sup> Jul 2019	Company Site Visit/Field Trip		
Wed 10 <sup>th</sup> Jul 2019	Batu Caves trip		
Thur 11 <sup>th</sup> Jul 2019	9.30am - 2.30pm	Marketing In Asia	Dilip Mutum Dilip.Mutum@nottingham.edu.my
Mon 15 <sup>th</sup> Jul 2019	9.30am - 2.30pm	Strategic Thinking and Planning in Asia	Vanitha Ponnusamy Vanitha.Ponnusamy@nottingham.edu.my
Tue 16 <sup>th</sup> Jul 2019	9.30am – 12pm	Wrap Up and Course Summary	TBC

## A. Module Content and Readings

<b>TOPICS</b>	<b>Topic Leaders</b>
<b>Asian Entrepreneurship: from Creativity to Innovation</b>	<b><u>Kenny Wong Meng Seng</u></b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Daneels, E. (2004) Disruptive Technology Reconsidered: A Critique and Research Agenda. Journal of Product Innovation Management</li> <li>• Lumsdaine, E. and Binks, M, (2007). Entrepreneurship, from Creativity to Innovation; Effective Thinking Skills for a Changing World. Trafford Publishing.</li> <li>•</li> </ul>	
<b>Human Resource Management Practices - An Asian Perspective</b>	<b><u>Mathew Abraham</u></b>
<ul style="list-style-type: none"> <li>• Yeung, A., Warner, M., and Rowley, C. (2008). "Guest editors' introduction growth and globalization: Evolution of human resource management practices in Asia". Human Resource management. Vol 47 (1), pp. 1-190.</li> <li>• Rowley, C and Benson, J. (2002). Convergence and Divergence in Asian Human Resource Management. California Management Review, 44 (2). pp 90-109.</li> <li>• Park, H.J., Gardner, T.M., and Wright, P.M. (2004). HR practices or HR capabilities: which matters? Insights from the Asia Pacific region. Asia Pacific Journal of Human Resources. Volume 42(3): pp 260-273.</li> <li>• Zhu, Y., Warner, M., and Rowley, C. (2007). Human resource management with 'Asian' characteristics: a hybrid people-management system in East Asia. The International Journal of Human Resource Management. Volume 18 (5), pp 745-768.</li> </ul>	
<b>Strategy in Asia</b>	<b><u>Michael Mustafa</u></b>
<ul style="list-style-type: none"> <li>• Hoskisson, R. E., Hitt, M. A., Wan, W. P., &amp; Yiu, D. 1999. Theory and Research in Strategic Management: Swings of a Pendulum. Journal of Management, 25(3), pp. 417-456.</li> <li>• Mintzberg, H. 1994. The fall and rise of strategic planning. Harvard Business Review, January-February, pp. 107-114.</li> <li>• Pascale, R. 1984. Perspectives on strategy: The real story behind Honda's success. California Management Review, pp. 47-72.</li> <li>• Barr, P. S., Stimpert, J. L., &amp; Huff, A. S. 1992. Cognitive change, strategic action, and organizational renewal. Strategic Management Journal, 13, pp. 15-36.</li> <li>• Brooks, G. 1995. Defining market boundaries. Strategic Management Journal, 16, pp. 535-549.</li> </ul>	
<b>Asian Society and Values in Business</b>	<b><u>Vanitha Ponnusamy</u></b>
<ul style="list-style-type: none"> <li>• Swierczek, F. W., &amp; Quang, T. (2004). Entrepreneurial cultures in Asia: Business policy or cultural imperative. Journal of Enterprising Culture, 12(02), 127-145.</li> <li>• Ahlstrom, D., Young, M. N., Chan, E. S., &amp; Bruton, G. D. (2004). Facing constraints to growth? Overseas Chinese entrepreneurs and traditional business practices in East Asia. Asia Pacific Journal of Management, 21(3), 263-285.</li> </ul>	
<b>Marketing In Asia</b>	<b><u>Dilip Mutum</u></b>

- Wilkie, W.L. and Moore, E.S. (2006). "Macromarketing as a pillar of marketing thought", Journal of Macromarketing, Vol.26 No.2, pp.224-232.
- Gabriel, Y. and Lang T. (2008). "New Faces and New Masks of Today's Consumer", Journal of Consumer Culture, Vol.8 No.3, pp.321-340.
- Vargo, S.L. & Lusch, R.F. (2004), "Evolving to a New Dominant Logic for Marketing", Journal of Marketing, 68(1), pp. 1-17.
- Johansson, J.K. and Ronkainen, I.A. (2005), "The esteem of global brands", The Journal of Brand Management, 12 (5), pp. 339-354.
- 5. Peattie, K. and Crane, A. (2005). Green Marketing: Legend, Myth, Farce or Prophecy?, Qualitative Marketing Research: An International Journal, Vol.8 No.4, pp.357-370

**Strategic Thinking and Planning in Asia** **Vanitha Ponnusamy**

- Bonn, I. (2005). Improving strategic thinking: a multilevel approach. Leadership & Organization Development Journal, 26(5), 336-354.
- Mintzberg, Henry. "The fall and rise of strategic planning." Harvard business review 72, no. 1 (1994): 107-114.

**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:**

A German SME, specialising in clothing has hired you to prepare a report on the possible opportunities and/or challenges they are likely to encounter when exporting to an ASEAN (South-East Asian) economy.

Your task is to choose **one country in Southeast Asia** and provide a critical assessment using relevant concepts from the lectures, regarding the opportunities/challenges a firm might face exporting to the country.

As part of your task consider the following:

1. Evaluate the business, social and economic environment of your chosen ASEAN country (60 marks)
2. Provide a set of recommendations of how the firm may exploit any opportunities and/or overcome any potential challenges when exporting to your chosen ASEAN country (40 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](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."