NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA

DOING BUSINESS IN ASIA (Level 2)
Summer School 2–15 July 20120


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 2nd July 2020, class starts at 10.00am)
Lunch : 12 noon - 1.00pm
1.00pm - 2.30pm
9.30-1200 noon (15th July 2020)

A. TOPIC SCHEDULE:

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>TOPIC</th>
<th>LEADERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur 2nd Jul 2020</td>
<td>10.00am - 2.30pm</td>
<td>Asian Entrepreneurship: from Creativity to Innovation</td>
<td></td>
</tr>
<tr>
<td>Mon 6th Jul 2020</td>
<td>9.30am - 2.30pm</td>
<td>Strategy in Asia</td>
<td></td>
</tr>
<tr>
<td>Tue 7th Jul 2020</td>
<td>9.30am - 2.30pm</td>
<td>Asian Society and Values in Business</td>
<td></td>
</tr>
<tr>
<td>Wed 8th Jul 2020</td>
<td></td>
<td>Batu Caves trip</td>
<td></td>
</tr>
<tr>
<td>Thur 9th Jul 2020</td>
<td></td>
<td>Company Site Visit/Field Trip</td>
<td></td>
</tr>
<tr>
<td>Mon 13th Jul 2020</td>
<td>9.30am - 2.30pm</td>
<td>Marketing In Asia</td>
<td></td>
</tr>
<tr>
<td>Tue 14th Jul 2020</td>
<td>9.30am - 2.30pm</td>
<td>Strategic Thinking and Planning in Asia</td>
<td></td>
</tr>
<tr>
<td>Wed 15th Jul 2020</td>
<td>9.30am - 12pm</td>
<td>Wrap Up and Course Summary</td>
<td></td>
</tr>
</tbody>
</table>
A. Module Content and Readings

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>Topic Leaders</th>
</tr>
</thead>
</table>


Marketing In Asia


Strategic Thinking and Planning in Asia


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 7th August 2020 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:

For articles in books:

For journal articles:

For newspaper or magazine articles:

For online sources:

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.”