

## ISSS

### Business in Asia and Strategies for Emerging Markets

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Gary Chittick  
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Topics

learning outcomes:

- explain the development of different business activities within the economies studied
- analyse business structures, strategies and relationships within the region
- differentiate local, national and international influences on firms' behaviour in Asia
- evaluate contending strategies or approaches to the conduct of business with the Asian region and apply them to case study materials
- develop greater skills in active listening, group discussion, debating, oral communication

outline:

1. the Strategic importance of the Asia Pacific
2. Theoretical approaches to Asian Business
3. The Role of the State in Asia
4. The Development of Japanese Business
5. Contemporary Japanese Business
6. Korean Business
7. China's Checkered Economic Past
8. Contemporary Business in China
9. Business Development in Southeast Asia: The Case of Singapore
10. Indian Business
11. Strategies, Strategic Alliances and Marketing for Asia Pacific

## References

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- Ambler, T., Witzel, M. and Chao, Xi. (2008) *Doing Business in China* 3<sup>rd</sup> Ed. Routledge
- Aoki, M. & Dore, R. eds. (1994) *The Japanese Firm: The Sources of Competitive Strength*, Oxford: Oxford University Press.
- Backman, M. and Butler, C. (2004) *Big in Asia: 25 Strategies for Business Success*. Basingstoke: Palgrave
- Backman, M. (2004) *The Asian Insider*. Basingstoke: Palgrave
- Beamer, L. & Varner, I. (2008) *Intercultural Communication in the Global Workplace* McGraw Hill
- Chang, H.J. (1994) *The Political Economy of Industrial Policy*, Macmillan
- Chatterjee, S.R. & Nankervis, A.R. (2007) *Asian Management in Transition*. Basingstoke: Palgrave
- Chen, M. (2004) *Asian Management Systems: Chinese, Japanese and Korean Styles of Business*, 2nd Ed, Thompson, London.
- Chow, I., Holbert, N. Kelley, L. and Yu, J. (2004) *Business Strategy: An Asia Pacific Focus* Prentice Hall
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- Deyo, F (ed.) *The Political Economy of The New Asian Industrialisation*. Ithaca, Cornell UP, 1987.
- Dixon, Ch. *Southeast Asia in the World Economy*. Cambridge UP, 1991.
- Dodd, C.H. (1998) *Dynamics of Intercultural Communication* 5e McGraw Hill
- El Kahal, Sonia (2001) *Business in Asia Pacific, Text and Cases*, OUP
- Friedman, T. (2005) *The World is Flat. The Globalised World in the 21<sup>st</sup> Century* .Lond. Penguin
- Islam, I. & Chowdhury, A. (1997) *Asia Pacific Economies: A Survey*, London: Routledge.
- Lasserre, P & Schutte, H (2006) *Strategies for Asia Pacific: Meeting New Challenges*, 3<sup>rd</sup> Ed, Palgrave Macmillan

	<p>Lewis, R.D. (2005) <i>When Cultures Collide. Leading Across Cultures</i>. 3e</p> <p>Nolan, P. (2001) <i>China and the Global Economy: national champions, industrial policy and the big business revolution</i>. Houndsmill. Palgrave</p> <p>Nolan, P. (2004) <i>Transforming China: globalisation, transition and development</i>. London, Anthem</p> <p>Porter, M.E. (1989). <i>The Competitive Advantage of Nations</i>. Macmillan, London.</p> <p>Porter, M.E., Takeuchi, H. and Sakakibara, M. (2000) <i>Can Japan Compete?</i> London: Macmillan</p> <p>Putti, J (1991) <i>Management: Asia Context</i>, McGraw Hill</p> <p>Redding, G (1993) <i>The Spirit of Chinese Capitalism</i>, Walter de Gruyter</p> <p>Rowthorn, B. (1996) <i>East Asian Development: The Flying Geese Paradigm Reconsidered</i>, Geneva: United Nations.</p> <p>Sen, Amartya (2005) <i>The Argumentative Indian</i>. London, Penguin</p> <p>Smyth, R &amp; Vicziany, M (eds) (2008) <i>Business in Asia</i>. Clayton: Monash UP</p> <p>Williamson, P.J. (2004) <i>Winning in Asia</i>. Boston. Harvard</p> <p>World Bank (1993) <i>The East Asian Miracle, Economic Growth and Public Policy</i>, OUP</p>
Teaching methods	<ul style="list-style-type: none"> <li>• lectures</li> <li>• discussions</li> <li>• case studies</li> </ul>
Grading	written exam (60 minutes)
Teaching language	English