

## IBUS90002 Asian Business and Management

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| <b>Credit Points:</b>                    | 12.50  |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)  |
| <b>Dates &amp; Locations:</b>            | This subject is not offered in 2014.   |
| <b>Time Commitment:</b>                  | Contact Hours: Three hours of classes per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance  |
| <b>Prerequisites:</b>                    | Entry into the Master of International Business or Master of International Relations or Master of Commerce (Management) or Master of Commerce (Marketing).   |
| <b>Corequisites:</b>                     | None   |
| <b>Recommended Background Knowledge:</b> | None   |
| <b>Non Allowed Subjects:</b>             | None   |
| <b>Core Participation Requirements:</b>  | For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>   |
| <b>Contact:</b>                          | Email: <a href="mailto:Jane.lu@unimelb.edu.au">Jane.lu@unimelb.edu.au</a> ( <a href="mailto:Jane.lu@unimelb.edu.au">mailto:Jane.lu@unimelb.edu.au</a> )  |
| <b>Subject Overview:</b>                 | This subject will examine how the strategy, institutional context and organisation of firms from East and Southeast Asian economies differ from 'typical' western firms. It will explain and conceptualise the nature of Asian management and business practices from an economic, cultural and institutional perspective. The subject draws on insights from cross-cultural management, entrepreneurship theory, institutional and organisational studies, strategic management and social network analysis to explore management systems in the Asian region. Students will be able to apply the knowledge and skills learnt to evaluate the viability of the transferability of Asian management systems.   |
| <b>Learning Outcomes:</b>                | On successful completion of this subject, you should be able to: <ul style="list-style-type: none"> <li># Become familiar with the concepts, frameworks and techniques of analysis of the business environment in Asia.</li> <li># Explain and analyse the business environment in Asia from economic, cultural and institutional perspectives.</li> <li># Compare and contrast the differences in business environments between Asia and other regions of the world.</li> <li># Understand cross-national differences in business environments in Asia.</li> <li># Apply the contextual knowledge about the business environment in Asia to analyze and make decisions faced by companies indigenous to Asia, or for companies from other regions of the world that are competing in Asia.</li> </ul> |
| <b>Assessment:</b>                       | Assessment: 2-hour take-home examination due in the first week of the examination period (50%), group assignment of 4000 words (40%) due mid to late semester, and class participation (10%) between Weeks 3 to 11.  |
| <b>Prescribed Texts:</b>                 | To be advised  |
| <b>Breadth Options:</b>                  | This subject is not available as a breadth subject.  |

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| <b>Fees Information:</b>                           | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |
| <b>Generic Skills:</b>                             | <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># Synthesis and application of competing managerial theories;</li> <li># Problem solving and critical analytical skills, which should be developed via the use of small group discussions, case studies and research projects;</li> <li># Collaborative learning and teamwork skills, which should be fostered by working in small groups;</li> <li># Oral and written communication skills, which should be developed via group work, group presentations and preparation of the major assignment.</li> <li># Demonstrate a capacity to successfully work independently as well as collaboratively with personal accountability.</li> </ul> |
| <b>Related Course(s):</b>                          | Master of Commerce (Management)<br>Master of Commerce (Marketing)<br>Master of International Business<br>Master of International Business<br>Master of Management<br>Master of Management  |
| <b>Related Majors/Minors/<br/>Specialisations:</b> | 100 Point Master of International Relations<br>200 Point Master of International Relations   |