

## **Business and Domestic and International Markets in East Asia 2015/2016**

Code: 101531  
ECTS Credits: 6

Degree	Type	Year	Semester
2500244 East Asian Studies	OT	4	0

### **Contact**

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### **Use of languages**

Principal working language: catalan (cat)

### **Teachers**

Didac Cubeiro Rodriguez

### **Prerequisites**

Knowledge of English for reading texts and comprensión

### **Objectives and Contextualisation**

At the end of the course, students will be able to:

- Identify the essential characteristics of the traditions of major businesses (Japanese, Korean, Chinese) region.
- Analyze how environmental factors such as gender, religion, ethnic diversity and labor cultures, affecting business management processes in Asia and compare how they vary between different countries.
- Understand how they affect globalization, free trade and investment in these traditions.
- Answer with the appropriate degree of sensitivity to these traditions under a Western point of view.

### **Skills**

- Describing and analysing in a contrastive way the systems of business organization, administration, and management in East Asia.
- Designing and managing projects.
- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Developing self-learning strategies.
- Ensuring the quality of one's own work.
- Following the characteristic code of ethics of the professional practice.
- Knowing and understanding the social relations, protocol and negotiation in the decision making process in East Asia.
- Knowing and using the information and communication technology resources (ICT) in order to collect, produce, analyse and present information related to the East Asian Studies.
- Knowing, comprehending, describing, analysing and assessing the structures and economic processes of East Asia and its inclusion in the global economy.
- Producing innovative and competitive proposals in research and professional activity.
- Respecting the diversity and plurality of ideas, people and situations.
- Students must be flexible and capable of adapting to new circumstances.
- Working in interdisciplinary and intercultural groups.

- Working in teams in an international, multilingual and multicultural context.

## Learning outcomes

1. Assessing the obtained results in the search information process in order to update the knowledge about political sciences, economy and sociology.
2. Describing and analysing in a contrastive way the systems of business organization, administration, and management in East Asia.
3. Designing and managing projects.
4. Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
5. Developing self-learning strategies.
6. Ensuring the quality of one's own work.
7. Following the characteristic code of ethics of the professional practice.
8. Knowing and understanding the social relations, protocol and negotiation in the decision making process in East Asia.
9. Knowing, comprehending, describing, analysing and assessing the structures and economic processes of East Asia and its inclusion in the global economy.
10. Producing innovative and competitive proposals in research and professional activity.
11. Respecting the diversity and plurality of ideas, people and situations.
12. Students must be flexible and capable of adapting to new circumstances.
13. Using different tools for specific purposes in the fields of political sciences, economy and sociology.
14. Using the specific terminology of political sciences, economy and sociology.
15. Working in interdisciplinary and intercultural groups.
16. Working in teams in an international, multilingual and multicultural context.

## Content

Introduction: Presentation of the program and bibliography.

Topic 1: Overview. Environment and markets. Management styles in East Asia.

Item 2: The Japanese business model: the zaibatsu to keiretsu

Item 3: Korean business model: the structure of the chaebol

Item 4: Features of Japanese and Korean business groups.

Item 5: The business model of overseas Chinese: the family business system.

Item 6: Work Transition in China toward the free market system.

Item 7: The model "Made in China" systems and business investment.

Item 8: Understanding protocols Chinese and Japanese trading.

Item 9: New trends in management, changes in the keiretsu, chaebol and Chinese family business.

Note: The syllabus will be adapted to the academic requirements of the course.

## Methodology

Learning activities

1. Presence:

- Exposure professor of general topics
- Discussions among students about exposed and previously read or explained
- Oral exams and tests presentation of a subject matter.

2. No attendance tutorizadas:

- Exercises, text comments, required reading

3. Autonomous:

Recommended activities, technical or otherwise readings.

1. Individuals: individual written work
2. group: group work on topics of matter
3. Oral: exhibitions, discussion ..
4. Written: Summary of classes, comment on texts, articles, books.

**Activities**

Title	Hours	ECTS	Learning outcomes
<b>Type: Directed</b>			
Headed	25	1	2, 11, 14
<b>Type: Supervised</b>			
Supervised	25	1	7, 5, 4, 3, 12, 16, 15, 6
<b>Type: Autonomous</b>			
Autonomous	100	4	1, 9, 5, 10, 11, 13

**Evaluation**

The final results are weighted as follows:

- 30% of the practices, the presentation of two reviews / comments on the proposed readings in class.
- 20% note of the presentation and delivery of report.
- 25% mark of the first exam
- 25% mark for the second exam

It is considered "not evaluable" who has not made the 70% of the assessment tests or test / work equivalent to 70% of the final grade.

Students who obtain a final mark between 4 and less than 5, and 70% have completed the assessment tests will be able to make a recovery exam to try to pass.

**Evaluation activities**

Title	Weighting	Hours	ECTS	Learning outcomes
First exam	25%	0	0	7, 1, 9, 8, 2, 5, 4, 3, 10, 11, 12, 16, 15, 13, 14, 6
Practices, presenting text comments	30%	0	0	9, 2, 4, 13, 14
Presentation and delivery of a report	20%	0	0	7, 9, 5, 4, 3, 10, 11, 12, 6

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Second exam	25%	0	0	7, 1, 9, 8, 2, 5, 4, 3, 10, 11, 12, 16, 15, 13, 14, 6
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## **Bibliography**

Chen, M. 2004, Asian Management Systems: Chinese, Japanese and Korean Styles of Business. 2nd Edition. International Thompson Business Press, London.

Franks, P. 2009, The Japanese Consumer, Cambridge University Press, Cambridge

Herod, A. 2010, The Geographies of Globalization, Blackwell, Oxford.

O'Brien, R & Williams, M. 2004, Global Political Economy: Evolution and Dynamics, Palgrave MacMillan, Hampshire

Ries, A., Trout, J., 1990, Posicionamiento, Mc Graw Hill, Madrid

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Tselichtchev, Ivan, and Philippe Debroux. 2009. Asia's turning point: an introduction to the dynamic economies of Asia. Hoboken, N.J., Wiley.

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