

**Business and Domestic and International Markets in
East Asia**

Code: 101531
ECTS Credits: 6

Degree	Type	Year	Semester
2500244 East Asian Studies	OT	4	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Didac Cubeiro Rodriguez
Rosa García Hernández

Prerequisites

To enrol in this subject, students must be able to read and understand academic texts in English

Objectives and Contextualisation

On successfully completing this subject, students will be able to:

- Identify the essential characteristics of the traditions of major business (Japanese, Korean, Chinese) regions.
- Analyze how environmental factors such as gender, religion, ethnic diversity and labour cultures affect 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.
- Respond with the appropriate degree of sensitivity to these traditions from a Western point of view.

Competences

- 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.

Item 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 Chinese and Japanese trading protocols.

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. Directed:

- Lectures.
- Debates among students about material previously presented, read or explained.
- Partial exams and oral tests involving the presentation of a topic from the syllabus.

2. Supervised:

- Exercises, text commentaries, required reading.

3. Autonomous:

- Recommended activities, technical or other readings.
- Individual written work.
- Group work on set topics.
- Oral: presentations, debates.
- Written: summary of classes, commentary on texts, articles, books.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	25	1	2, 11, 14
Type: Supervised			
Essays	25	1	7, 5, 4, 3, 12, 16, 15, 6
Type: Autonomous			
Study and papers reading	100	4	1, 9, 5, 10, 11, 13

Assessment

Assessment is continuous. Students must provide evidence of their progress by completing tasks and tests. Task deadlines will be indicated in the course schedule on the first day of class. All activity deadlines are indicated in the subject's schedule and must be strictly adhered to. The final results are broken down as follows:

- 30% practical work: the presentation of two reviews / commentaries on the readings proposed in class.
- 20% presentation and submission of a report.
- 25% mark for the first partial exam

- 25% mark for the second partial exam

Related matters

The above information on assessment, assessment activities and their weighting is merely a guide. The subject's lecturer will provide full information when teaching begins.

Review

When publishing final marks prior to recording them on students' transcripts, the lecturer will provide written notification of a date and time for reviewing assessment activities. Students must arrange reviews in agreement with the lecturer.

Missed/failed assessment activities

Students may retake assessment activities they have failed or compensate for any they have missed, provided that those they have actually performed account for a minimum of 66.6% (two thirds) of the subject's final mark and that they have a weighted average mark of at least 3.5. Under no circumstances may an assessment activity worth 100% of the final mark be retaken or compensated for.

The lecturer will inform students of the procedure involved, in writing, when publishing final marks prior to recording them on transcripts. The lecturer may set one assignment per failed or missed assessment activity or a single assignment to cover a number of such activities.

Classification as "not assessable"

In the event of the assessment activities a student has performed accounting for just 25% or less of the subject's final mark, their work will be classified as "not assessable" on their transcript.

Misconduct in assessment activities

Students who engage in misconduct (plagiarism, copying, personation, etc.) in an assessment activity will receive a mark of "0" for the activity in question. In the case of misconduct in more than one assessment activity, the students involved will be given a final mark of "0" for the subject.

Students may not retake assessment activities in which they are found to have engaged in misconduct. Plagiarism is considered to mean presenting all or part of an author's work, whether published in print or in digital format, as one's own, i.e. without citing it. Copying is considered to mean reproducing all or a substantial part of another student's work. In cases of copying in which it is impossible to determine which of two students has copied the work of the other, both will be penalised.

More information:

<http://www.uab.cat/web/study-abroad/undergraduate/academic-information/evaluation/what-is-it-about-13456700>

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
First exam	25%	0	0	7, 1, 8, 9, 2, 5, 4, 3, 10, 11, 12, 16, 15, 13, 14, 6
Practices, papers discussion	30%	0	0	9, 2, 4, 13, 14
Presentation and delivery of an essay	20%	0	0	7, 9, 5, 4, 3, 10, 11, 12, 6
Second exam	25%	0	0	7, 1, 8, 9, 2, 5, 4, 3, 10, 11, 12, 16, 15, 13, 14, 6

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

Ries, A., Trout, J., 1990, *Marketing de Guerra*, Mc Graw Hill, Madrid

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

Warner, M. 2003, *Culture and Management in Asia*, Routledge Curzon, London.