



Course Title: Managing Business in Asia Pacific Region
Course Code:
Credit Units: 4
Level: PG

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	4	3	4

Course Objectives:

The rapid pace of globalization means that almost all businesses today are subject to the influences from other parts of the world, as they have to liaise with business suppliers or customers overseas or manage workers from different ethnic backgrounds. The main challenge of doing business with other countries is to recognize and appreciate the different social/political/cultural and economic realities in order to adapt ones' business plans, policies, and practices accordingly.

Countries in the Asia-Pacific Region have experienced substantial changes in recent years and are repositioning themselves on the global stage. The Asia-Pacific region, besides being populous, is also a region of rising output measured by GDP and GDP per capita. The region's major economies include Asia-Pacific Economic Cooperation (APEC), the mega markets of China, India and Japan; the ten countries in ASEAN; and the other developed nations including Australia and New Zealand, South Korea, Taiwan and Hong Kong.

The course is aimed to enable the students to understand the economic importance of Asia-Pacific Region in world trade, socio-cultural, and political diversity of region, flow of trade and investment and factors for business success in the region

Prerequisites: Basic understanding of international business and genuine interest in Asia Pacific region would be an advantage.

	Weightage (%)
Module I : Introduction to the countries in Asia-Pacific Region	
<ul style="list-style-type: none">• Introduction to APEC• Economy, international trade and foreign direct investment (FDI) in Asia Pacific markets• Pacific Economic Cooperation Council (PEEC)• Asia - Pacific Trade Agreement (APTA)• Trans-Pacific Agreement (TPP) and CPTPP	10
Module II : Business with Association of Southeast Asian Nations (ASEAN) Countries	
<ul style="list-style-type: none">• ASEAN Economic Community• ASEAN Free Trade Agreements• Trade and Foreign direct investment (FDI) in the ASEAN countries• Opportunities for India; tariff and non-tariff barriers, Services restrictions	20

Module III: Business in countries of Eastern Asia	
<ul style="list-style-type: none"> • Economy, international trade and foreign direct investment (FDI) in China, Japan, Hong Kong, South Korea and Taiwan • Free Trade Agreements (FTA) of China, Japan, Hong Kong, South Korea and Taiwan • India's trade with the countries in the region • Trade Agreements with India; tariff and non-tariff barriers for trade • Chapters included in FTAs and Commitments in goods and services. 	20
Module IV: Business in countries of Oceania Pacific and Russia	
<ul style="list-style-type: none"> • Doing Business in Australia, New Zealand and Papua New Guinea • Economic Integration in Oceania • Global Trade and FDI in the region • Trade and Investment with India • Economy of Russia • Trade and FDI in Russia • Russia's trade relations with India: Bilateral trade and investment 	20
Module V Business in North America , Latin America and South Asia Markets	
<ul style="list-style-type: none"> • Introduction to Canada, United States and Mexico economy • North America Free Trade Agreement and recent developments • The economy of Chile and Peru • Introduction to economies of South Asian countries • Trade Agreements of South Asian Nations • Trade and investment opportunities for India 	20
Module V Impact of New technologies on Business in Asia Pacific region	
<ul style="list-style-type: none"> • Impact of New technologies on future trend of doing business in Asia Pacific region: • Discussions and region specific group projects 	10

Pedagogy for Course Delivery: Lectures, Case studies, and Discussions

The deliberation of the course will be a combination of lectures, and use of case studies, preparation of business plan and active participation in team exercises.

List of Professional Skill Development Activities (PSDA):

1. Select a country of ASEAN and study the business environment of that country
2. Prepare the Entry Strategy in a country of Eastern Asia
3. Study the factor of Ease of Doing Business in North America , Latin America and South Asia Markets

Student Learning Outcomes:

On completion of this course, the students will be able to:

1. To understand the economic importance of the Asia Pacific region
 2. To gain academic background appreciation for different aspects of global business environments with specific interest in Asia-Pacific countries
 3. To learn about the enabling factors for business successes in Asia-Pacific countries
 4. To know the business opportunities in the Asia-Pacific markets
 5. To analyze foreign trade and foreign direct investment flows in Asia Pacific region To develop a business plan for the various markets of Asia Pacific Region
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Assessment / Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinations
Components (Drop down)	Assignment	Project	Class Presentation	Attendance	
Linkage of PSDA with Internal Assessment Component, if any	Linked to PSDA 1	Linked to PSDA 2	Linked to PSDA 3		
Weightage (%)	10%	10%	05%	5%	70%

Text Book

Luke van der Laan, Janson Yap, Foresight & Strategy in the Asia Pacific Region, (2016), Springer Publications

Recommended Readings

- Doing Business latest report – Going Beyond Efficiency, The World Bank and IFC
- Asia and Pacific Regional Economic Outlook, October 2014, International Monetary Fund (IMF), Washington D.C.
- Preserving Stability and Promoting Growth, World Bank East Asia Pacific Economic Update, April 2014, The World Bank, Washington D.C.
- Doing business in Asia Pacific 2017 , Moore Stephens International
- No Ordinary Disruption: The Forces Reshaping Asia, Special report for The Singapore Summit September 2015, McKinsey Global Institute

Supplementary reading is highly desirable, in particular, before you begin the course. You are advised to read as widely as you can in general business magazines and newspapers. Given the broad scope of this course, both academic and business publications are relevant, particularly the more serious, business-oriented press. The most useful among daily newspapers are The Economic Times, Published by Bennett Coleman & Co. Ltd.