

**Summer 2013  
AMERICAN BUSINESS SCHOOL**

**MGT 444**

**DOING BUSINESS IN ASIA**

**Class hours: 45**

Prerequisite: MGT 230

Time:

Instructor: Mrs Rany PATOUT

**Course Objectives:**

This course aims at providing the students the bases (political, economic, legal and cultural) needed to understand the local environment of Asian markets. The students will then be able to apprehend the local business logic in this very fast growing but competitive region with better keys and codes in order to be successful.

This course will be a series of lectures, class presentations & class exercises. Monitoring international news on Asian markets will also be required on different topics, every week.

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.  
Lateness will be accounted as half absence: late students will wait for the break to be allowed in class.**

**TEXTBOOK:**

\* *Strategies for Asia Pacific: Meeting New Challenges*

Philippe Lasserre and Helmut Schutte, 3rd Ed.

\* **Newspapers / The Economist articles**

**LEARNING OBJECTIVES OF THIS COURSE:**

After studying these chapters, the students should be able to:

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- \*
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**COURSE SCHEDULE:**

First week:      1/ Presentation of the syllabus  
                      2/ Quiz on Asian markets?  
                      2/ Case for discussion:  
                      3/ Ch 1: THE STRATEGIC IMPORTANCE OF ASIA PACIFIC  
                      4/ Assignment: Question 1 Selecting your market

**1. Which will be the best market for my product?**

Second week    1/ Presentation of case I: Wal-Mart in Japan  
                      2/ Ch.2: FORMULATING STRATEGIES FOR ASIA PACIFIC  
                      3/ Assignment: Question 2

**2. Is my product or service needed in Asia?**

**INSTRUCTIONS FOR THE TERM PROJECT (in team)**

Third week      1/ Presentation of case II: Luxury goods in Asia  
                      2/ Ch.3: ASIA AS A MARKET: Japan – Korea - China - Aseanies  
                      3/ Assignment: Question 3

**3. Who are my competitors: which competition (local, international, national) do I have to face in the selected industry?**

Fourth week    1/ Presentation of cases III: "Google in China"  
                      "Zara in Asian countries" Beatriz+Carmen+Monique+Franc A  
                      2/ Ch.4: WHO ARE THE PLAYERS?

3/ Assignment: Question 4

**4. Will my product or service need to be adapted for Asian markets?**

Fifth week 1/ Presentation of case IV: "KENTUCKY FRIED CHICKEN in Asia"  
2/ Ch.5: ASIAN BUSINESS LOGIC  
3/ Assignment: Questions 5

**5. How do I learn about differing customs in Asia, which could affect my company?**

Sixth week 1/ Presentation of case V: Carrefour in China and Korea  
**MID-TERM EXAM**

Seventh week 1/ Presentation of case VI: "Expansion of IKEA in Asia"  
2/ Ch.6: LEGAL FORMS  
3/ Assignment: Question 6  
Document to distribute: The banking system in China: why China has not suffered from the global financial crisis?

**6. How do I get my company into Asia? How to open an office? How do I get a factory started?**

Eighth week 1/ Presentation of case VII: Renault in Japan  
2/ Ch.7: FINANCING  
3/ Assignment: Question 7

**7. How can I finance my international sales? How much does it cost to start a business in Asia?**

Ninth week 1/ Presentation of case VIII: Pepsi-Cola in India  
2/ Assignment: Question 8

**8. How to find my local partner? Can I set up a wholly-owned business? How will I organize the structure of my business? Regional or local headquarters?**

**\*\*\*DRAFT OF YOUR RESEARCH PAPER\*\*\***

Tenth week 1/ Presentation of case IX: Document on staffing in Asian countries  
2/ Ch.8: ORGANIZING & MANAGING HUMAN RESOURCES  
3/ Assignment: Question 9

**9. How do I get qualified people of HR for my planned Asian venture? Recruiting local staff or expatriate?**

Eleventh week 1/ Presentation of case X: The Indian Consumer/The Chinese consumer  
2/ Ch.9: The Asian Consumer  
3/ Assignment: Question 10

**10. How will I protect my brand, logo or patent? What can I do if my products are pirated?**

Twelfth week 1/ Presentation of case XI: "Counterfeiting in Asia"  
2/ Ch.11: PROTECTION OF INTELLECTUAL PROPERTY IN ASIA  
3/ Assignment: Question 11

**FINAL EXAMINATION WEEK: Date to be confirmed**

**Evaluation:**

Class presentation: 20%  
Class Tests: 20%  
Team project: 20%  
Mid-Term: 20%

Final exam:

20%: