

Asian Case Workshop

Course Title	Asian Case Workshop		
Course Code	IMM305B	Course Type	Core
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	0	1. In-depth knowledge of the economies and industries of the three countries 2. In-depth knowledge of socio-cultural contexts of the three countries 3. In-depth knowledge of business practices and relevant legal-political environments of the three countries 4. An awareness of the countries' histories, emerging trends and projected future changes in the business environment and larger social systems of the three countries 5. Application of the knowledge from the first four objectives to management situations and managerial decision-making
2. Asian Expertise	60	
3. Creative Management Mind	10	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

Course Description

This course focuses on developing our students' Asian Expertise. The course aims to partially fulfill the following elements of Solbridge Mission: Asian Expertise, Cross-Cultural Communications and Social Responsibility with specific reference to Asian societies. Asia is a very diverse continent with a multiplicity of cultures, business practices, legal environments, economic development and political systems. Students must be aware of the impact of this diversity on managing in and across various Asian countries and cultures. To this end, students will be equipped with specific and in-depth knowledge of the socio-cultural contexts, business practices and legal-political environments of selected Asian countries. Students will also learn the application of this knowledge to practical management situations in the selected countries.

Learning and Teaching Structure

Students will then be given management case situations based on a past or on-going situation for a firm operating in each of these countries. Students are required to conduct their research, and analyze these situations using conceptual knowledge from other courses and specific knowledge from this course. Students will also submit their decision and recommendations for each of these situations.

Assessment	%	Text and Materials
Attendance	20	There is no textbook for this course. A list of readings will be provided in the first class and Students are responsible for accessing these readings through the various databases in the library or where so indicated, through reference books kept in the library for this purpose.
Case Presentation (Team)	30	
Case Reports	35	
Individual Country Reports	15	

Course content by Week

1	Course outline and Introduction to Case Analysis; Introduction to Applied Research
2	Lecture on Business in Vietnam
3	Special Lecture on Korean Economy; Lecture on Business in Vietnam; a)Explanation Vietnam Case
4	Independent Research
5	Independent Research
6	Case #1 Presentation and Report Due
7	Lectures on B2B Business; Case#2 Assignments Given
8	Lectures on B2B Business; Case#2 Assignments Given
9	Independent Research
10	Independent Research (need to attend Class)
11	Case #2 Presentation and Reports Due in Class
12	Case Study Competition
13	Independent Research
14	Individual Reports Due