



Asia Marketing Federation

CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Asia Business

Module objectives

This module aims to furnish a sound foundation of business practices within the Asian markets including Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam. Its focus will be on the ways the rapidly changing economic, political, sociocultural and technological environment affect the operations and characteristics of business in Asian markets.

Learning outcomes

At the end of this module, students should be able to:

- 1) Ascertain the impact of economic and industrial development on the managerial practices of firms operating in the Asian market.
- 2) Understand how the political, sociocultural and technological environment impacts business practices of firms in the Asian market.
- 3) Appreciate the relationship between business and government in nations in Asia.

- 4) Delineate and discern the managerial characteristics, strategic orientations and performance of firms of various national origin emanating from nations in the Asian region.
- 5) Analyze the business and economic interactions of the various Asian nations and the regionalization and globalization of their state and private sector enterprises.

Syllabus

- 1) Overview of business in Asia.
- 2) The Economic environment in Asia.
- 3) The Sociocultural environment in Asia.
- 4) The Political environment in Asia.
- 5) The Financial environment in Asia.
- 6) Foreign Direct Investment (FDI) in Asia.
- 7) The Technological environment in Asia.
- 8) Management practices in Asia.
- 9) Internationalization of Asian firms.

Recommended reading

There is no specific textbook prescribed for this module.

(You are advised to read widely to stay current on developments, emerging trends, opportunities and challenges affecting countries in Asia.)

Indicative reading list

Gupta, A. K., Pande, G. and Wang, H. (2014) *The Silk Road rediscovered: how Indian and Chinese companies are becoming globally stronger by winning in each other's markets*. Jossey-Bass (Wiley).

Jetin, B. and Mikic, M. (2016) *ASEAN Economic Community: a model for Asia-wide regional integration?* Palgrave Macmillan.

Lye, L-H. (Author, Editor), Savage, V. R. (Editor), Kua, H. W. (Editor), Chou, L-M. (Editor), and Tan, P-Y (Editor). (2015) *Sustainability matters: environmental and climate changes in the Asia-Pacific*. World Scientific Publishing Co.

Gupta, A. K., Wakayama, T. and Rangan, U. S. (2012) *Global strategies for emerging Asia*. Jossey-Bass (Wiley).

Lowther, A. B. (Editor) (2013) *The Asia-Pacific century: challenges and opportunities*. Taylor & Francis.

Dent, C. M. (Author, Editor) and Dosch, J. (Author, Editor) (2012) *The Asia-Pacific, regionalism and the global system*. Edward Elgar Publishing.

Collinwood, D. W. (2012) *Global Studies: Japan and the Pacific Rim*. 11th edn. Dushkin Pub Group or McGraw-Hill Education.

Dayley, R. and Neheris, C. D. (2013) *Southeast Asia in the new international era*. 6th edn. Westview Press.

The Fung Business Intelligence Centre and National Academy of Economy Strategy (NAES) (2014) *Blue book of China's commercial sector [2014]*. Gale Asia.

Please keep updated through reading the latest edition of business magazines (print or online) such as The Economist, Forbes Asia, Fortune, TIME Magazine, The Wall Street Journal Asia, Asian Legal Business, and local business papers / journals (e.g. The Business Times, Asian Business & Management).