



2010260 Asian Management

Course Code	2010260	Course Name	Asian Management	
Instructor	Jing Zheng	Guest Speaker	TBA	
Course delivery	Lectures	Interactive Seminars	Outreach Workshop	Field Trip(s)
	√	√		
	Tutorials	Projects	Presentations	Group Activities
	√			√
Academic Credits	This course is worth 7.5 ECTS points.			
Total Teaching Hours	48 hours			
Prerequisite	The course is an introductory course designed for students from all disciplines who would like to get an insight into cross-cultural Asian management in the global environment. The course is open to postgraduate students.			
Mode of Teaching	Virtual and In person class options available.			

Course Description

The course seeks to provide an in-depth understanding of cultural differences, critical to working and interacting in today's culturally diverse business environment. It aims at providing students with an understanding of how to effectively manage cultural differences in businesses in Asia today. Students will be provided with important insight into the process of internationalising a company and the implications it has on management both within and across businesses. In particular, the course covers theory and practical considerations related to cross-cultural communication, negotiation, motivation, and leadership; ethics and social responsibility in global management; and managing diverse global human resources.

An introduction to the key concepts and theories will be presented to help students understand the elements necessary for the management of human resources in such a diverse contemporary workforce. The course also explores the problems and opportunities likely to be encountered in decades to come in the Asia Pacific. Students will be expected to apply what they learnt to solve common business issues in the Asian business environment.

Through field trips, analysing case studies and conducting individual research students are challenged to think critically on the significance of cultural understanding in managing employees from different backgrounds. This course equips students with a fundamental understanding of cross-cultural dynamics in a multi-cultural business to avoid expensive litigation and payment of damages.

Brief Schedule and Topics

1. Introduction to the business systems of Asia.
2. Asian cultures and business systems
3. Developing cultural acceptance and understanding.
4. Managing human resources in a globally diverse environment.
5. Challenges of cross-cultural management in Asia.
6. The political, economic, and social aspects of Asian enterprises.
7. Applying culture-based strategies for optimal negotiation.
8. Decision-Making in a Cross-Cultural Context.
9. Organizational Structure and Control Systems.
10. Accounting and corporate governance in Asia
11. Human resource development across cultures.
12. Cross-cultural communications.
13. Leadership styles in different regions.
14. Managing a global career.
15. Cultural perspectives regarding social responsibility and ethical practice.

Learning Objective

By the end of this course you should be able to:

- Understand cultural diversity and the implications associated with business management
- Develop an understanding of the Asian business environment
- Identify the challenges of operating in the global market
- Explain important cultural characteristics, including communication and negotiation culture-based strategies
- Explore the different leadership styles of separate regions around the globe and identify the different techniques applied by management in effectively managing human resources

In light of the significant uncertainty surrounding the COVID-19 pandemic, this course offers both virtual and In person class options.

- Design applications of international business in Asian business environments
- Use case studies and field trips to develop greater insight into cross-cultural management and consolidate understanding of theoretical materials
- Present different cultural perspectives regarding views on social responsibility and ethical practice in multinational companies
- Provide creative solutions to issues common in the Asian business environment through the application of business characteristics unique to the Asian region
- Develop and test the ability of effective multicultural team work and communication skills

Requirements

N/A. The course is an introductory course designed for students from all disciplines who would like to get an insight into cross-cultural Asian management in the global environment. The course is open to postgraduate students.

Reference Books

Harukiyo Hasegawa & Carlos Noronha, 2nd edition, 2014: Asian Business and Management, Theory, practice and Perspectives. Published by Palgrave Macmillan. ISBN 9780230367388.

Paul Sweeney & Dean Mcfarlin, 5th edition, 2015: International Management - Strategic Opportunities and Cultural Challenges. Published by Routledge. ISBN 9780415825283.

Assessments

Assessments in this course include:

Class quiz (20%)

Students will be taking a class quiz based on earlier topics. This quiz is set up to help students assess themselves on their level of understanding of existing issues with cross-cultural management.

In class presentation (20%)

Students are required to select one of the topics covered in class, make research and present the findings in class.

Individual research report (30%)

An individual research report will be based on identifying the challenges associated with cross-cultural management and critically discussing the way to address these issues. More details are to be announced in class.

Final examination (30%)

A final exam in the form of Multiple Choice, true/false questions and short answer questions. It will be conducted during the university's set examination period. To be completed at the set time.

Detailed Daily Schedule (TBC)

Topic (tentative)	Activities
Introduction to the business systems of Asia	Lectures; Class discussion
Asian Cultures and business systems	Lectures; Group discussion
Developing cultural acceptance and understanding.	Lectures; Group discussion
Challenges of cross-cultural management in Asia	Lectures; Class Quiz
The political, economic, and social aspects of Asian enterprises	Lectures; Class discussion; Quiz review
Applying culture-based strategies for optimal negotiation	Lectures; Class discussion; individual report
Decision-Making in a Cross-Cultural Context	Lectures; Class discussion
Organizational Structure and Control Systems	Class discussion; Case studies
Accounting and corporate governance in Asia	Lectures; Group discussion
Human resource development across cultures	Lectures; Class discussion
Cross-cultural communications	Lectures; Class discussion
Leadership styles in different regions	Lectures; Class discussion; In-class presentation
Managing a global career	Lectures; Group discussion
Cultural perspectives regarding social responsibility and ethical practice.	Final exam; research report submission

Content is subject to change.

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Academic Integrity and Policies

Tongji University Academic Policy for international students makes reference to the Academic Policy for Undergraduates (Issuing on 20th, June 2005) and Academic Policy for Postgraduates.

Academic Integrity

Students are expected to uphold the university's academic honesty principles, which are an integral part of the university's core values and principles. Academic achievement is generally evaluated based on work that a student produces independently. If a student fails to observe the standards of academic honesty, he or she could attract penalties and even disqualification from the course in more serious circumstances. All students are responsible for understanding and following Tongji's academic code, which is described below.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

Moreover, falsifications in any connection with the academic process such as change of academic transcript violate the code. Misunderstanding the policy is not an excuse for dishonesty. Students who are hesitant about any point of the policy should seek advice from their course instructors or an academic advisor.

This Academic Integrity policy applies to all students of the Tongji University in all programmes of study, including non-graduating students as well as Tongji alums, insofar as it associates with transcripts and other records of work at Tongji. It is to reinforce the University's commitment to maintaining integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered.

The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:

- i. Expulsion;
- ii. Dismissal;
- iii. Suspension;
- iv. Zero marks/ fail grade;
- v. Marking down;
- vi. Re-doing/re-submitting of assignments or reports; and
- vii. Reprimand.

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