



Course and Examination Fact Sheet: Autumn Semester 2024

7,248: Asia Compact: International Management in the New Asia Pacific

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Group work group grade (20%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (20%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (10%)

Examination time: Term time

decentral - Written examination, Analog, Individual work individual grade (30%, 90 mins.)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (20%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,248,1.00 Asia Compact: International Management in the New Asia Pacific](#) -- English -- [Ambos Björn](#)

Course information

Course prerequisites

The course will take place in Singapore during the second week of the fall semester break **from Sunday, 03.11.2024 until Friday, 08.11.2024**.

Registration and admission to the course will be separate from the regular bidding process. Students will be selected by the instructor, and you, therefore, need to submit your CV and a short motivation statement explaining how going to Asia will help you to advance your career (1/2 page maximum). Please send this to alinasophie.sonnenschein@unisg.ch **between August, 19 and no later than September, 4**. Students who meet the requirements will receive an immediate acceptance. Results will be communicated no later than **September 8, 2024**.

Learning objectives

- To evaluate business opportunities and challenges in Asian markets
- To develop cross-culture management skills
- To apply management theory in the Asian business context
- To develop an understanding of the phenomenon of decoupling and associated geopolitical risks
- To gain familiarity with the unique characteristics of emerging markets
- To introduce the role of the regional headquarters in the organization control and knowledge transfer between headquarter and subsidiaries in the region
- To understand Asian markets and the integration of the global value chain
- To be aware of competing arguments behind the numbers of the international approach
- To learn to work together as a team

Course content

The course challenges you to think about business issues and management practices in the Asia region. Why doing business in Asia is different from the West? Rote learning of terms and concepts, and business context are not sufficient; you are prepared to take the executives' seat in managing international business in an Asian business context. Specifically, the course is designed to provide you with (a) familiarity with the local context, problems, and perspectives of management across the Asia Pacific



region and market entry of multinational corporations (MNCs); (b) insights into environmental perspectives (cultural, institutional, geographic, and economic) of doing business in Asia; (c) analytical ability to make management decisions facing all firms (exporters, licensor/licensee, joint venture firms, firms with overseas subsidiaries) engaged in business outside of Switzerland; (d) awareness for cultural and psychic distances that can increase the complexity of managing a global company in Asia region; (e) knowledge of strategies and practices of how to gain and sustain a global competitive advantage; (f) an understanding for the phenomenon of decoupling and associated geopolitical risks

OBJECTIVES AND LEARNING OUTCOMES

By the end of the course students will have learned:

- Understand the business environment, global strategy of MNCs, local competitiveness, advantages and disadvantages of doing business in Asia region.
- Demonstrate the ability to independently research an area relevant to international management and then to collate, synthesize and structure an argument based on their understanding.

Knowledge and Understanding

After completing this course the student will have:

- Knowledge and understanding of global sourcing strategies, knowledge management of MNCs in Asia region.
- Knowledge in international management techniques and tools including templates. Familiarity with many examples of successful and less successful strategies in Asia region.
- Extensive knowledge of major types of international management decisions.
- Received firsthand accounts of contemporary international management practice, and local management practice in Asia from visiting speakers.

Cognitive & Subject Specific Skills

Students on completion of the course will have:

- The ability to conduct a strategic analysis in a global setting.
- The ability to take a holistic approach to the application of analytical templates and other techniques. The know-how to obtain and analyze information which will aid decision-making.
- The ability to analyze cases that approximates closely to the rapid analysis of international management situations.

Key Skills

Students on completion of the course will have:

- The ability to rapidly structure ideas and presentations both as individuals and as members of a team.
- The ability to shift material quickly and efficiently, and to structure it into a coherent argument.
- The ability to research material related to companies and Asian business contexts under the pressure of tight deadlines.
- Organizational abilities in relation to teamwork including presentation and writing skills.

Course structure and indications of the learning and teaching design

This block course is using a combination of a kick-off meeting, field visits (company visits, and city tour), lectures, case analyses, country briefing discussions, and outside guest speakers. The readings will give you a broad picture of the business context and international management practices in Asia, with a focus on the South East Asia region. During lectures, case studies will be discussed on which substantial classroom discussion is encouraged and expected.

In the kick-off meeting, groups of students will be asked to choose a specific country in the Asia Pacific region and prepare in the group (before the course starts) to write an essay, and lead a country briefing discussion in class. Moreover, groups of students will prepare a presentation for a company (before the course starts), based on a task provided by the company. The student groups will present their findings and presentations to the company in Singapore. All details on the company and the task will be given during the kick-off meeting.

Finally, each student will be required to take the final examination on HSG Campus (in St. Gallen).



Course literature

Relevant literature (articles, case studies, etc.) will be distributed at the kick-off meeting at the beginning of the semester.

Additional course information

The trip to Singapore is NOT sponsored. Participants have to cover their travel expenses (flight, hotel, etc.) on their own. Total costs for flight and accommodation during the stay in Singapore are expected to be in the range of approximately CHF 1,000 - CHF 1,500 (based on students' feedback from previous years).

Singapore offers a wide variety of accommodations ranging from hostels to hotels and private residences as well as direct flights and stopover flights. International flights departing from Zurich to Singapore are often scheduled in the evening.

It is the students' responsibility to have valid travel insurance for their stay in Singapore and to arrive on time.

Examination information

Examination sub part/s

1. Examination sub part (1/5)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb. Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA. The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School). The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)). For all written work at the University of St.Gallen, the



indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.

2. Examination sub part (2/5)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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3. Examination sub part (3/5)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	10%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule



Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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4. Examination sub part (4/5)

Examination modalities

Examination type	Written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	30%
Duration	90 mins.

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

None - Closed Book

5. Examination sub part (5/5)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus



Grading type	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

Group Level Country Briefing (in total 30%):

Each group will select one country in the Asia region (see the list of countries in course syllabus), write the country report (20%), and prepare for the discussion in class. The verbal presentation (10%) will also be assessed. Non-presenting students will be asked to provide comments and questions to the presentation, which will form the basis for their participation mark.

Group Level Company Presentation (20%):

Groups of students will prepare a presentation for a company, based on a task provided by the company. The student groups will present their findings and presentations to the company in Singapore. Non-presenting students will be asked to provide comments and questions to the presentation.

Individual Level

- Class Participation (20%)
- Final Examination (30%)

Students will be assessed on: Their knowledge on the content domain of International Management and Asian Business Context. Their ability to understand the strategic issues in the country they present, to use the appropriate analytical techniques, and to marshal the relevant data. The quality of the written case analyses, and the examination questions; by quality in this context we mean the clarity and persuasiveness of each bit of work. Students failing to participate in class and in their teams will lose the marks for that piece of work. In cases where we get signals from students that teamwork is not functioning, we will use a peer rating form to assess each individual's participation.

Examination relevant literature

Relevant literature will be published in the course syllabus and Studynet.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 22nd August 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 14 October 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 45 (Monday, 04 November 2024).