

6.13 Module 13 Regional Analysis

6.13.1 Headline information about the module

Module title	Regional Analysis
Module NFQ level (only if an NFQ level can be demonstrated)	9
Module number/reference	PGDAFM -RA
Parent programme(s) the plural arises if there are embedded programmes to be validated.	MSc in International Business Management
Stage of parent programme	1
Semester (semester1/semester2 if applicable)	2
Module credit units (FET/HET/ECTS)	ECTS
Module credit number of units	5
List the teaching and learning modes	Full time, part time
Entry requirements (statement of knowledge, skill and competence)	Learners must hold an honours degree of at least a H22 standard in an accounting/finance related field or equivalent qualification from an approved tertiary or professional institution.
Pre-requisite module titles	Not applicable
Co-requisite module titles	Not applicable
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements)	Lecturing staff should hold a master's Level (Level 9) qualification in management or related discipline, with at least 5 years working in a management or consultant related role. Preferably with a third level teaching qualification (e.g. Certificate in Training and Education).
Maximum number of learners per centre (or instance of the module)	60
Duration of the module	12 weeks
Average (over the duration of the module) of the contact hours per week	3
Module-specific physical resources and support required per centre (or instance of the module)	Normal lecture room with internet access and good-quality audio-visual equipment.

Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
24	1:60	12	1:20				89			125
Allocation of marks (within the module)										
					Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total	
Percentage contribution					100%				100%	

6.13.2 Module aims and objectives

The aim of this module is for learners to analyse Asian markets from the perspective of investing firms. Learners assess the risks and benefits from such investment and the appropriate entry strategies for the market. All learners must investigate how to adapt and expand current business strategy for success, taking into account the intricacies of alternative approaches to internationalisation.

This module explores the role of national and regional environments in Asian business. Learners explore how macro-characteristics such as factor endowments, institutions, politics, and culture affect country- and firm-level economic outcomes in Asia.

6.13.3 Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

- (i) Analyse Asian markets from the perspective of investing firms and be aware of the risks and benefits from such investment and the appropriate entry strategies for the market.
- (ii) Apply critical analytical skills in evaluating different management theories and explanations of problems, issues and trends in Asia's business environment.

- (iii) Critically appraise the main macroeconomic policies and trends adopted in China and other parts of the region and analyse the outcomes of those policies with respect to business operations.
- (iv) Investigate the key recent socio-economic changes in China and assess the implications of China's continued development for the global economy.
- (v) Critically assess the magnitude and implications of the Asian region's involvement in international trade.

6.13.4 Rationale for inclusion of the module in the programme and its contribution to the overall MIPLOs

This module gives learners great insight into comprehensive market entry strategy that positions any business for a sustainable presence in Asia. Asia is covered both from an internal and external perspective and with learners introduced to cultural and business dynamics at work in the region as well as strategic market entry and investment modes for foreign corporations and SME's.

Learners study both traditional and new market entry options and on completion of the module, they can assess the viability of each approach to any unique business situation (e.g. trade, Greenfield investment, joint venture, M&A).

6.13.5 Information provided to learners about the module

The Programme Handbook contains the module descriptor and assessment details. Extensive use of the VLE, Moodle, provides detailed notes and additional resources. In class, learners are provided with a PowerPoint pack and extensive reading list, incorporating professional and academic sources.

6.13.6 Module content, organisation and structure

Asia under a lens

- History, geography and borders
- People, language, religion and culture
- Economic, social and political factors influencing business in Asia
- The Roaring Tigers and the Asian Miracle

The Business Environment of Asia Pacific

- Regional networks, treaties and trade pacts
- Country reviews
- Towards a better understanding of the Asian crisis

Doing Business in Asia Pacific

- Asian management: theory and practice
- Culture and business in Asia Pacific
- Networking and negotiating styles
- Human resources management challenges in Asia Pacific
- Asia's legal environment for businesses, including intellectual property rights

Management Styles

- Japanese Management
- Korean Management
- Chinese Management

Market Entry Modes

- Foreign direct investment into Asia Pacific
- Investment and market entry planning for the Asia Pacific region.
- Methods of entry into Asia Pacific Countries
- The strategic process for Asia Pacific
- Marketing in Asia

The Rise of China

- China reform and economic development
- The impact of China's WTO membership on the global economy
- Corporate China
- China economic environment
- China banking and finance environment
- China legal environment

Globalisation and the Internationalisation of Asian Corporates

- Internationalisation of Chinese enterprises
- India overview
- Internationalisation of Indian enterprises

6.13.7 Module teaching and learning (including formative assessment) strategy

A range of delivery methods are adopted, including lectures, tutorials, case studies and in-class exercises using a range of professional and academic sources. These are designed to engage learners in the module content, and associated competencies that the programme team wishes learners to develop over the course of the module. Learners guided independent reading and research is supported by use of Moodle to help prepare learners for their classes in addition to developing autonomous self-directed learners.

6.13.8 Work-based learning and practice-placement

There is no work-based learning on practice-placement within this module.

6.13.9 E-learning

E-learning supports are provided via the college's online learning environment, Moodle, including extensive library resources.

6.13.10 Module physical resource requirements

Normal lecture room with internet access and good-quality audio-visual equipment.

6.13.11 Reading lists and other information resources

Primary Reading

Ambler, T., Witzel, M. and Xi, C. (2016) *Doing Business in China*. Routledge: London.
Guirdham, O. (2009) *Culture and Business in Asia*. Palgrave: Basingstoke.
Lasserre, P. (2017) *Global Strategic Management*. Palgrave: Basingstoke.

Secondary Reading

Antholis, W. (2014) *Inside Out India and China: Local Politics Go Global*. Brookings Institution Press: Washington.
Chatterjee, S. R. and Nankervis, A. R. (eds) (2006) *Asian Management in Transition: Emerging Themes*. Palgrave: Basingstoke
Chen, M. (2004) *Asian Management Systems: Chinese, Japanese and Korean Styles of Business*. 2 edition. Cengage: London.
Delios, A., Beamish, P. W. and Lu, J. W. (2010) *International Business: An Asia Pacific Perspective*. Pearson: New York.
Friedman, T. (2007) *The World Is Flat 3.0: A Brief History of the Twenty-first Century*. Picador: New York.
Frynas, J. G. and Mellahi, K. (2014) *Global Strategic Management*. Oxford University Press: Oxford.
Ghemawat, P. (2011) *World 3.0: Global Prosperity and How to Achieve It*. Harvard Business Review Press: Boston.
Guirdham, O. and Guirdham, M. (2017) *Communicating Across Cultures at Work*. Palgrave: Basingstoke.
Porter, M. E. (1998) *The Competitive Advantage of Nations*. Palgrave: Basingstoke
Rowley, C. (2017) *The China Business Model: Originality and Limits*. Edited by E. Paulet. Chandos Publishing: Cambridge MA.
Steger, M. B. (2017) *Globalization: A Very Short Introduction*. Oxford University Press: Oxford.

Journals/Publications

- Economist Magazine
- Financial Times

- Harvard Business Review
- Harvard China Review
- McKinsey Quarterly
- China Business Review
- China Economic Review
- Journal of International Business Studies
- Thunderbird International Business Review
- Strategic Management Journal
- The China Quarterly

Useful Websites

www.worldbank.org

www.imf.org

www.oecd.org

www.wto.org

6.13.12 Specifications for module staffing requirements

Lecturing staff should hold a master's Level (Level 9) qualification in management or related discipline, with at least 5 years working in a management or consultant related role. Preferably with a third level teaching qualification (e.g. Certificate in Training and Education).

6.13.13 Module summative assessment strategy

Learners undertake a semester long research project analysing a company's current strategy plan for growth and identifying how they might perceive certain economic environments within an Asian context as a new market.

The assessed work breakdown can be seen in the table below.

No	Description	MIMLOs	Weighting
1	Individual Report	i, ii, iii, iv, v	100%

6.13.14 Sample assessment materials

Please see Sample Assessment Handbook