**Course Title**
Doing Business in Asia

**Course Schedule**
March 9-13, 2020

**Course Description**
This course explores the uniqueness and complexity of Asian business systems, appreciating the particulars of doing business in Asian settings. It tackles the issues confronted by business, both local and foreign, in setting up, growing, and successfully operating in Asia. Course discussions are aimed at appreciating differences in corporate organization and culture, market dynamics, institutional settings, and regulatory frameworks, and how business leaders can adapt to unique and complex business situations.

**Course Learning Outcomes**

1. Understand the management issues confronted by firms doing business in Asia.
2. Analyze these issues and their impacts on the business.
3. Communicate effectively in oral and written forms about the diverse facets of Asia and how to do business in this part of the world, using appropriate concepts, frameworks, and logical thinking.

**Learning Methodology**

- Class Participation
- Group Capstone Presentation

**Classroom Policies**
Students are required to come in business casual. Shorts, t-shirts with loud or offensive statement, tank tops, plunging necklines, beach outfits and slippers/flip-flops are not allowed during office and class hours. It is also recommended that students bring insect repellents and sunscreen during site visits.

**Student Expenses**

1. Roundtrip airline tickets
2. Hotel accommodation
3. Travel and medical insurance (Students must provide the program a copy of the insurance document)
4. Meals
5. Tour fees (approximately USD$80)

**Tentative Itinerary**

<table>
<thead>
<tr>
<th>Time</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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</thead>
<tbody>
<tr>
<td>09:00AM</td>
<td>Welcome and Program Overview</td>
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<tr>
<td>09:30AM - 10:50AM</td>
<td>Classroom Session (1)</td>
<td>Site/Company Visit (5-6)</td>
<td>Classroom Session (7)</td>
<td>City/Cultural Tour</td>
<td>Group Capstone Presentation (10)</td>
</tr>
<tr>
<td>11:00AM - 12:20PM</td>
<td>Classroom Session (2)</td>
<td>Classroom Session (8)</td>
<td></td>
<td>Closing and Awarding of Certificates</td>
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<tr>
<td>12:30PM</td>
<td>Lunch c/o Program</td>
<td>Lunch c/o Student</td>
<td>Lunch c/o Program</td>
<td>Lunch c/o Student</td>
<td>Lunch c/o Program</td>
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<tr>
<td>02:00PM - 03:20PM</td>
<td>Classroom Session (3)</td>
<td>Classroom Session (9)</td>
<td>Group Capstone Preparation</td>
<td>End of Program</td>
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<tr>
<td>03:30PM</td>
<td>Class Photo and Afternoon Snacks</td>
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<tr>
<td>04:00PM - 05:20PM</td>
<td>Classroom Session (4)</td>
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