



Global Network Week
DOING BUSINESS IN ASIA
 Opportunities and Challenges During the Pandemic



W.SYCIP
 GRADUATE SCHOOL
 OF BUSINESS



COURSE DESCRIPTION

The COVID-19 global pandemic has caused a major contraction in society and business over the past months. The implications of the pandemic to the business landscape has forced leaders to navigate a broad range of interrelated issues that has brought both challenges and opportunities. This course explores the uniqueness and complexity of Asian business systems, appreciating the particulars of doing business in Asian settings particularly relevant to the current pandemic situation. 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.

LEARNING OUTCOMES

1. Discuss the management issues currently confronted by firms in 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.

GROUP CAPSTONE PRESENTATION

At the end of the course, students are required to present their perspectives on the difference between doing business in Asia and their home country. The students' output will be presented on the last day of the course to a set of panelists to be identified by the program organizers. Presentation of the capstone project is required to merit a certificate of completion.

COURSE REQUIREMENTS

- ✓ 80% Classroom attendance
- ✓ Active class participation during synchronous sessions
- ✓ Group Capstone Presentation

PROGRAMME (ONLINE)

Philippine time	Day 1 Monday	Day 2 Tuesday	Day 3 Wednesday	Day 4 Thursday	Day 5 Friday
08:00 AM – 09:30 AM	Welcome and Program Overview 08:00 AM – 08:20 AM Sustainable Finance & Financing Ecosystem-based Adaptation in the Philippines 08:30 AM – 10:00 AM	Overview of the Banking Industry in Asia	Enterprise Risk Management for Taiwan Exporters Balancing Two Giants (China and US) 08:00 AM – 10:00 AM	Koreans Doing Business in Asia	Group Capstone Presentation and Wrap-up Session 08:00 AM – 12:00 NN
			BREAK		
10:00AM – 11:30AM	Doing Business in China and Indonesia 10:30 AM – 12:00 NN	Doing Business in India	Disaster Risk and Crisis Management 10:30 AM – 12:00 NN	Sustainable Housing Technology in Asia	

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