



School	Asian Institute of Management (AIM), Philippines Washington SyCip Graduate School of Business (WSGSB) https://wsgsb.aim.edu
Course Title	Doing Business in Asia: New Opportunities and Challenges Post-Pandemic
Units	1.0 (10 sessions)
Faculty Name	Felipe O. Calderon, CPA, CMA, PhD Head, Washington SyCip Graduate School of Business Sandeep Puri, PhD Academic Program Director, Master in Business Administration Program
Course Schedule	October 17-21, 2022 9:00AM to 5:30PM (Monday to Thursday) 9:00AM to 12:30PM (Friday)
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 have 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.
Course Learning Outcomes	<ol style="list-style-type: none"> 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.
Learning Methodology	<ul style="list-style-type: none"> ➤ Case Methodology ➤ Class Discussion
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	<ul style="list-style-type: none"> ➤ 70% Individual participation (active participation during class sessions, insight paper and peer evaluation) ➤ 30% Group Capstone Presentation ➤ Attendance is mandatory



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SUBJECT TO CHANGE

	MONDAY October 17	TUESDAY October 18	WEDNESDAY October 19	THURSDAY October 20	FRIDAY October 21
9:00AM – 12:30PM <i>30- minutes break in between classroom sessions</i>	Course Overview and Learning Team Introduction	Sustainable Housing Technology in Asia	Disaster Risk and Crisis Management		Group Capstone Presentation and Wrap-up
	Philippine Sustainable Finance Roadmap	Transforming Supply Chain During Pandemic	Koreans Doing Business in Asia	Doing Business in India	
12:30PM – 1:30PM	LUNCH BREAK				
2:00PM – 5:30PM	Blended Finance and Achieving the SDG's by 2030	Doing Business in China	Extra-Curricular Outside Activity <i>To be confirmed</i>	Speaker Series <i>To be confirmed</i>	End of Program