



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 <i>Head Washington SyCip Graduate School of Business</i> Raul P. Rodriguez, PhD <i>Academic Program Director Executive Master in Business Administration Program</i> Sandeep Puri, PhD <i>Academic Program Director Master in Business Administration Program</i>
Course Schedule	June 13 – 17, 2022 Philippine local time 08:00AM – 12:00PM (Monday and Friday) 08:00AM – 12:00PM (Tuesday) 08:00AM – 11:30AM (Thursday) 10:00AM – 11:30AM (Wednesday) 07:00PM – 08:30PM (Wednesday)
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 - Online sessions will be conducted over Zoom.
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



COURSE SCHEDULE

Session Number	Session Topic	Faculty /Resource Speaker	Learning or Case Materials	Supplementary Readings	Assessment activities	Requirements or Submissions
Session 0 June 13, 2022 Monday 08:00AM – 08:20AM*	Course Overview and Learning Team Introduction				Class participation	
Session 1 June 13, 2022 Monday 08:30AM – 10:00AM*	Philippine Sustainable Finance Roadmap				Class participation	
Session 2 June 13, 2022 Monday 10:30AM – 12:00PM*	Doing Business in China				Class participation	
Session 3 June 14, 2022 Tuesday 08:00AM – 09:30AM*	Sustainable Housing Technology in Asia				Class participation	
Session 4 June 14, 2022 Tuesday 10:00AM – 12:00PM*	Enterprise Risk Management for Taiwan Exporters Balancing Two Giants (China and US)				Class participation	
Session 5 June 15, 2022 Wednesday 10:00AM – 11:30AM*	Transforming Supply Chain During Pandemic				Class participation	
Session 6 June 15, 2022 Wednesday 07:00PM – 08:30PM*	Blended Finance and Achieving the SDG's by 2030				Class participation	
Session 7 June 16, 2022 Thursday 08:00AM – 09:30AM*	Koreans Doing Business in Asia				Class participation	
Session 8 June 16, 2022 Thursday 10:00AM – 11:30AM*	Doing Business in India				Class participation	
Sessions 9-10 June 17, 2022 Friday 08:00AM – 12:00PM*	Group Capstone Presentation and Wrap-up Session				Class participation and group presentation	

*Philippine local time