

國立中山大學 管理學院

【亞洲經營管理】數位課程 教學計畫

依據教育部「專科以上學校遠距教學實施辦法」及本校「實施數位課程相關作業要點」規定辦理。

一、課程基本資料

課程名稱：亞洲經營管理【The Asian Business Context】

課程類別：碩士班課程

學分數：3學分/選修

開課單位：國際經營管理碩士學程

主授教師：曾頌華講座教授

開課期間：一學期

課程網址：

二、課程簡介與目標

Asia has achieved exceptional economic growth for more than 5 decades and the 21st century is sometimes called the Asian Century. The economies of the Asian region are projected to account for over half of global output by 2050, becoming larger than that of the United States and the Euro zone combined. The center of gravity in global business, trade, politics, and culture is shifting increasingly to Asia. Since the global financial crisis of 2007-08, Asia has consistently been the driver of global growth, the center of world trade, a hub for the global value chain, and a key contributor to advancements in technology and innovation.

Asia now faces new challenges. Backlash against globalization and rising protectionism undermine Asia's growth model based on trade and openness. Asia needs to address increasing income inequality, rapidly aging population in some countries, technological change, climate change, and growing geopolitical tensions. How can Asia deal with these challenges to realize the promises of the Asian Century?

The course aims:

- To provide you with an understanding of Asia's exceptional economic growth and development since World War II, the main obstacles it faced along the way, and the role of government policies in determining macroeconomic outcomes;
- To give you a broad understanding of macroeconomic concepts and issues, current

economic and business trends, policy challenges facing Asia in the near and medium-term, and the implications of the macroeconomic environment for business opportunities;

- To provide you with a more in-depth knowledge of the key economies in the region (China, Japan, Korea, Taiwan) including their economic and financial structures, policy challenges and risks, business environment, political system, and social conditions.
- To provide you with opportunities to interact with business managers in Taiwan to learn about doing business in Taiwan and globally.

Upon completion of this course, you are expected to acquire and/or strengthen your capacity to:

- Gather and analyze general economic/business information about the Asian region with focus on the major economies introduced in the course;
- Think critically about a country's economy, macroeconomic and financial policy issues, and business environment;
- Evaluate systematically the broad trends affecting the global and regional economies and to use the information as a basis for designing business or professional opportunities in the Asian region;
- Communicate effectively verbally and through writing;
- Understand the opportunities and challenges affecting companies in Taiwan;
- Work with a multinational and multicultural peer group on knowledge sharing, project design and execution, and presentation.

三、課程內容大綱

The course will involve lectures, in-class discussions, individual and group assignments, exercises to be completed in and outside of class, and guest lectures. You are expected to read all the assignments and prepare discussion questions ahead of class.

Lecture#	單元內容	Hour
1	Course introduction	3
2	Asian miracle (1960-90): achievements, contributing factors, and controversies	3
3	Metamorphosis: one Taiwan, many facets	3

4	Guest lecturer: Mr Jim Sun and Hiachieve Digital Technology Inc	3
5	Asian financial crisis: causes, policy reforms, lessons	3
6	Guest Lecturer: Ms. Hedy Ho and Microsoft	3
7	Asia regional economic outlook: risks, policy implications, and future challenges	3
8	<i>NextStep for Taiwan in the Global Economy'</i> Guest lecture: Mr. Gideon Loewy	3
9	China: economic restructuring for sustainable, inclusive growth	3
10	In-class preparation of team project	3
11	China: economic restructuring for sustainable, inclusive growth	3
12	China and the world economy (continued)	3
13	Korea: financial crisis, recovery, and transformation to a “creative economy”	3
14	Japan: how Abenomics working to overcome Japan’s lost decades?(I)	3
15	Japan: how Abenomics working to overcome Japan’s lost decades?(II)	3
16	Southeast Asia: economic development and future challenges(I)	3
17	Southeast Asia: economic development and future challenges(II)	3
18	Presentation of team final projects	3

四、評分標準

Students will be evaluated according to the following elements:

Title	Individual/ group	%	Description (see details below)
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Attendance	Individual	5%	Attend all classes and be on time.
Participation	Individual	15%	Contribute actively to team projects.
Project proposal essay	Individual	15%	Propose topic for team project (no more than 3 pages, double-spaced, Times New Roman, 12 point font)
Short essay	Individual	25%	Analytical essay on selected topic (no more than 5 pages, double-spaced, Times New Roman, 12 point font).
Team project	Group	40%	Team project: in-class presentation (15%), written report (25%, no more than 15 pages, double spaced, Times New Roman, 12 point font).
Total		100%	

五、參考書目

The reading materials for each week are listed below; additional reading materials could be added in advance of the class. The reading materials are available through internet links (provided below) or will be made available in class in advance. The list includes both **required reading** and **optional reading (indicated by ***)**. Optional readings provide additional resources that may be useful to students particularly interested in specific topics.

You are strongly encouraged to read international newspapers such as the *Financial Times*, *International Herald Tribune*, or *Wall Street Journal* and the English language newspapers in Taiwan such as the *China Post* <http://www.chinapost.com.tw> or *China Times* <http://www.wantchinatimes.com> or the South China Morning Post in Hong Kong <http://www.scmp.com/frontpage/international> for economic and business news about Asia and Taiwan.

The course materials used in this course (electronic and paper) are the intellectual property of the instructor and students cannot share the materials without the instructor's consent.

***World Bank (1992). *East Asian miracle: economic growth and public policy*. **Overview, pages 1-26.** http://www.wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/1993/09/01/000009265_3970716142516/Rendered/PDF/mu_lti_page.pdf

***Zakaria, Fareed (1994, March/April). Culture is destiny: a conversation with Lee Kuan Yew. *Foreign Affairs*. https://paulbacon.files.wordpress.com/2010/04/zakaria_lee.pdf

Bush, Richard and Ryan Haas (2018). *Taiwan's democracy and the China Challenge*.

Brookings Policy Brief.

https://www.brookings.edu/wp-content/uploads/2018/12/FP_20190226_taiwan_bush_hass.pdf

European Parliament Briefing (2019, March 26). Taiwan's political survival in a challenging geopolitical context.

[http://www.europarl.europa.eu/RegData/etudes/BRIE/2019/635606/EPRS_BRI\(2019\)635606_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2019/635606/EPRS_BRI(2019)635606_EN.pdf)

Taiwan's computing titans are caught up in the US-China tech war. (2019, July 1). *Economist*.

<https://www.economist.com/business/2019/06/08/taiwans-computing-titans-are-caught-up-in-the-us-china-tech-war>

Tan, Huileng (2019, November 7). Taiwan's economy is stronger than expected despite the trade war. *CNBC*. <https://www.cnbc.com/2019/11/07/taiwan-elections-2020-resilient-economy-amid-us-china-war-helps-tsai.htm>

***Brown, Kerry and Chloe Sageman (2019, April). Taiwan's geopolitical challenges and domestic choices: a state of ambiguity. *Chatham House Briefing*.

<https://www.chathamhouse.org/sites/default/files/publications/research/2019-04-12-Taiwan%27s%20Geopolitical%20Challenges.pdf>

Neiss, Hubert, Wanda Tseng and James Gordon (2009). The Korean crisis ten years later: a success story." In *Successes of the International Monetary Fund*, edited by Eduard Brau and Ian McDonald. New York: Palgrave Macmillan. **Pages 19-42.** (This paper will be made available in class in advance.)

Furusawa, Mitsuhiro (2017, July 17). What we have seen and learned 20 years after the Asian financial crisis.

<https://blogs.imf.org/2017/07/13/what-we-have-seen-and-learned-20-years-after-the-asian-financial-crisis/>

International Monetary Fund (2016). *World economic outlook, chapter 4: spillovers from China's transition and migration*. **Read only China's transition section, pages 172-83.** <http://www.imf.org/external/pubs/ft/weo/2016/02/pdf/c4.pdf>

International Monetary Fund (2018, October). Asia at the forefront, growth challenges for the next decade and beyond **Read full text of report, pages 1-21.**

<https://www.imf.org/en/Publications/REO/APAC/Issues/2018/10/05/areo1012>

International Monetary Fund (October 2019). Asia and Pacific regional economic outlook, caught in prolonged uncertainty. **Read only overview.**

<https://www.imf.org/en/Publications/REO/APAC/Issues/2019/10/03/areo1023>

Gopinath, Gita (October 15, 2019). The world economy: synchronized slowdown, precarious outlook.

<https://blogs.imf.org/2019/10/15/the-world-economy-synchronized-slowdown-precarious-outlook/>

Dollar, David (June 2014). Sino shift. *Finance and Development*. **Pages 10-13.**

<http://www.imf.org/external/pubs/ft/fandd/2014/06/pdf/fd0614.pdf>

Remarks by Henry M. Paulson, Jr. (November 6, 2018) U.S. and China at a Crossroads.

http://www.paulsoninstitute.org/news/2018/11/06/state-ment-by-henry-m-paulson-jr-on-the-united-states-and-china-at-a-crossroads/?mod=article_inline

Sheng, Andrew and Xiao Gang (October 1, 2019). The next phase of China's reform and opening up. *Project Syndicate*. <https://www.project-syndicate.org/commentary/china-reform-opening-up-new-phase-by-andrew-sheng-and-xiao-geng-2019-10>

Berglöf, Erik (December 26, 2018). How mistrust gets in the way of learning from China's development model. <https://www.scmp.com/comment/insight-opinion/united-states/article/2179494/how-mistrust-gets-way-learning-chinas>

***Garnant, Ross, Ligang Song and Cai Fang (2018). *China's 40 years of growth and development, 1978-2018*. Australian National University Press.

<https://www.econstor.eu/bitstream/10419/193977/1/978-1-76046-225-3.pdf>

Lee, Hsien-Loong (2019, May 31) Keynote address at the International Institute for Strategic Studies, Shangri-La Dialogue

<https://www.channelnewsasia.com/news/singapore/lee-hsien-loong-speech-2019-shangri-la-dialogue-11585954>

Dollar, David (2019, September). Understanding China's Belt and Road infrastructure projects in Africa.

https://www.brookings.edu/wp-content/uploads/2019/09/FP_20190930_china_bri_dollar.pdf

***Nyablage, Jevens (2019, July 28). Are Chinese infrastructure loans putting Africa on the debt trap express? *South China Morning Post*.

<https://www.scmp.com/news/china/diplomacy/article/3020394/are-chinese-infrastructure-loans-putting-africa-debt-trap>

***Project Syndicate (2018). Confronting China's digital challenge.

<https://www.project-syndicate.org/bigpicture/confronting-china-s-digital-challenge>

Albert, Eleanor (May 4, 2018). Council on Foreign Relations. South Korea's Chaebol challenge.

<https://www.cfr.org/backgrounder/south-koreas-chaebol-challenge>

Organization of Economic Cooperation and Development. (June 2018). Economic Survey: Korea.

Read executive summary, pp. 2-6.

<http://www.oecd.org/eco/surveys/Korea-2018-OECD-economic-survey-overview.pdf>

The president promised South Koreans a meritocracy. (2019, October 10). *Economist*.
<https://www.economist.com/asia/2019/10/10/the-president-promised-south-koreans-a-meritocracy>

Kim, Sam (2019, October 23). South Korea's economy slows as trade war drags on investment. *Bloomberg*.
<https://www.bloomberg.com/news/articles/2019-10-23/south-korea-s-economy-grows-at-slower-pace-amid-export-slump>

***Park, Jung and Ethan Jewell (2019, September 5). South Korea and Japan have more in common than they think. *Brookings*.
<https://www.brookings.edu/blog/order-from-chaos/2019/09/05/south-korea-and-japan-have-more-in-common-than-they-think/>

***AmorePacific, South Korea's biggest beauty firms, is struggling (2019, October 17). *Economist*.
<https://www.economist.com/business/2019/10/17/amorepacific-south-koreas-biggest-beauty-firm-is-struggling>

Council on Foreign Relations (2017, February 10). Abenomics and the Japanese economy.
<https://www.cfr.org/backgrounder/abenomics-and-japanese-economy>

Gagnom, Joseph and Takeshi Tashiro (2018, December 5). Abenomics is working, don't stop now. *Petersen Institute for International Economics*.
<https://www.piie.com/blogs/realtime-economic-issues-watch/abenomics-working-dont-stop-now>

Shinzo Abe, Japan's Prime Minister, is determined to raise sales taxes. (2019, April 7). *Economist*.
<https://www.economist.com/finance-and-economics/2019/04/17/shinzo-abe-japans-prime-minister-is-determined-to-raise-sales-taxes>

Organization of Economic Cooperation and Development (2019, April). Economic Survey of Japan.

Read executive summary, pp. 6-11.

<https://www.oecd.org/economy/surveys/Japan-2019-OECD-economic-survey-overview.pdf>

***Harari, Daniel. (2013, October 24). Japan's economy from "lost decade" to Abenomics. (U.K. Parliament) *Commons Library Standard Notes* SN06629.
<http://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN06629>

六、教學方式

本課程採取同步遠距方式進行。

Each class will comprise lecture and discussion. You should be prepared to offer a

question for discussion from the readings on a topic that particularly resonated with you. I will call on you randomly to kick off the discussion; everyone will have the opportunity to offer a discussion question during the semester. Make sure your question is not too broad, as this would make the discussion too vague and difficult to analyze meaningfully. At the same time, your question should not be so specific as to be answered by a yes or no, leaving no room for discussion. Your question should stimulate thoughtful discussion, analysis, and conclusion. Your comments should demonstrate that you have a working knowledge of the central points of the reading for the class. Come prepared to contribute to discussions.

We will have guest lectures from business leaders in Taiwan to learn about the context for doing business in Taiwan. The interactions with business leaders should strengthen your understanding of how the political and economic policy environment affects the business context and how company managers see the challenges and opportunities for doing business in Taiwan, China, and globally. You should be prepared to ask questions about the business culture and practices in Taiwan, the impact of recent trade and technology protectionism on the supply chain, and the company's strategies to drive innovation and entrepreneurship, create jobs, and meet their corporate social responsibility.

七、課程網址

For lectures: We will be using Microsoft Teams, Zoom.us for lectures and Cyber university and google drive for assignments submission.

八、互動討論

Office hours: By appointment (via zoom, please contact me via email to arrange meeting)

Email : w.tseng@cm.nsysu.edu.tw