

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: Uluslararası İşletmecilik ve Ticaret			
Course Title: REGIONAL STUDIES IN BUSINESS: ASIA & FAR EAST		Course Org. Title: REGIONAL STUDIES IN BUSINESS: ASIA & FAR EAST	
Course Level: Lisans		Course Code: IBS 4472	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 23/09/2020	
Weekly Course Hours: 3		Course Coordinator: PROF.DR. BERNA KIRKULAK ULUDAĞ	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
International Trade and Business (English)	Elective Course
International Business and Trade	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

The purpose of the course is to provide the student with essential information on cultural, socio-economic and political characteristics of the East Asian countries, with particular reference on their implications for the business environment.

Learning Outcomes:

- 1 -Be able to explain the cultural, socio-economic and political dynamics of the East Asian region, in order to conceive the particular business practices of this region.
- 2 -Be able to analyze and interpret the evolution of regional cooperation and integration movements in the East Asian region, to make inferences for the international business environment.
- 3 -Be able to grasp the common characteristics of business practices and traditions in the major East Asian countries, to assess their implications for doing business with these countries.

Learning and Teaching Strategies:

1. Lectures
2. Discussions
3. Group Studies
4. Case Studies

Assessment Methods:

Name	Code	Calculation formula
Assignment	ASS	
TermProject	TP	
BNS	BNS	ASS * 060 + TP * 040

Further Notes about Assessment Methods:

Assessment Criteria:

1. The learner will explain the cultural, socio-economic and political dynamics of the East Asian region, to make use of this information in his/her future business carrier.
2. The learner will recognize the major international cooperation and integration



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schemes among the countries of the Far East and make inferences on their implications for the changing business environment.

3. The learner will demonstrate the common characteristics of business practices and traditions in the major East Asian countries, in order to assess their implications for doing business with these countries.

Textbook(s)/References/Materials:

1. Course materials are drawn from a range of textbooks and journal articles.

Course Policies and Rules:

1. Attending at least 70 % of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Although the course is mainly based on lectures, around 20 % of each session is intended for class discussion, based on the lecture itself and assigned readings. Therefore, students are expected to be prepared for class participation at each session.

Contact Details for the Instructor:

berna.kirkulak@deu.edu.tr

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	Introduction: Socio-economic geography of East Asian Region	
2	Turning points in the history of East Asia	



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3	The main characteristics of East Asian culture
4	Economies of East asian countries: Political economy
5	Economies of East asian countries : Country groups
6	Differing paths to development in comparison (I)
7	Differing paths to development in comparison (II)
8	Regional cooperation and integration movements in East Asia (I)
9	Regional cooperation and integration movements in East Asia (II)
10	Entrepreneurship patterns in Far East
11	Assignment presentations
12	Assignment presentations



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36
Tutorials	0	0	0

Exams

Final	1	1,5	2
Midterm	1	1,5	2

Out Class activities

Preparation before/After Weekly Lectures	12	2	24
Preparation for Midterm Exam	2	5	10
Preparation for Final Exam	3	6	18
Preparing Group Assignments (Term Projects etc.)	4	8	32
Total Work Load (hour)	0	0	0
Total Work Load (hour)			124
ECTS Credits of the Course= Total Work Load (hour) / 25			5