



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Business with Asia (BWA)
PROGRAM: Bachelor of International Business (BIB)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Negotiation & International Trade		
SEMESTER	Seventh - Eighth		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	None		
LANGUAGE	Spanish & English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects with international or intercultural focus • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	<p>To recognize the most significant aspects of the Asian culture regarding foreign trade and logistics, plus the impact they have on the organization and legal aspects of international business.</p> <p>To analyze those relationships and understand the administrative and managerial phenomenon as well as the implications on the local scenario.</p>		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Learning and identifying conditions and aspects of national environment that lead to explore and exploit the opportunities offered by international relations with the	Knowledge	ILO01 BIB ILO06

	Asia-Pacific region, and Colombia's trade agenda with countries in that region.		
	Recognizing and analyzing the variables of political, cultural and commercial environment of Asian countries, their historical evolution and the conditions that could facilitate and benefit opening new business opportunities.	Knowledge	ILO04 ILO01
	Understanding the evolution of international business, especially with countries in Asia from the perspective of three main approaches: trade efficiency and internationalization; the context of business, human relations and culture through an analysis of the global context; and proposals as possible approaches or solutions to problems encountered.	Context	ILO01 ILO 02 BIB ILO08
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions</p> <p>BIB ILO06: Apply technical skills associated with cross-border transactions: Ability to understand and solve issues associated with firm internationalization and trade, according to the level of study (Bachelor).</p> <p>BIB ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language</p>		
<p align="center">COURSE CONTENTS</p>	<p>Introduction: Framing & environment</p> <p>2. Management of Global Markets</p> <p>3. Countries in Global Markets:</p> <ul style="list-style-type: none"> a. China b. India c. Taiwan & Hong Kong d. South Korea e. Japan f. Singapore & Malaysia g. Laos, Cambodia & Vietnam h. Thailand & Indonesia i. Australia, New Zealand & Philippines j. The United Arab Emirates, Qatar, Bahrain & Kuwait 		

	<p>k. Israel</p> <p>4. India: providing strategic value</p> <p>5. Iran: history & reality</p> <p>6. Foreign trade tools & FTA's exploitation</p> <p>7. The trade agenda and import & export strategies for expanding companies</p>
METHODOLOGY	<p>Lecture and Case Method</p> <p>Active Learning</p> <p>Theoretical classes</p> <p>Participative classes: Small Groups Discussion and Course Discussions</p> <p>Workshops</p> <p>Practical Exercises</p> <p>Written tests, essays, presentations and integral projects</p>
ASSESSMENT	<p>Case Study: class sessions focus on lectures about the main theoretical elements, which are nurtured by students' previous reading which is required to guide the discussions of the proposed topics.</p> <p>Each session's bibliography supports the core topic studied in class where further comments will arise; case studies will be developed to encourage discussions enriched by the experience of students.</p> <p>This course is assessed as follows:</p> <ul style="list-style-type: none"> • Discussion & class participation: 30% • Quiz: %30 • Final paper: 40%