

MSM502 Entrepreneurship and Doing Business in ASEAN Countries 在东盟国家创业和经商

Level: 5

Credit Units: 5 Credit Units

Language: CHINESE

Presentation Pattern: EVERY JAN

Synopsis:

MSM502 Entrepreneurship and Doing Business in ASEAN Countries exposes students to the unique opportunities and challenges of starting and managing a business in ASEAN countries, due to differences in religion, culture, political, social and economic development. This course identifies and discusses key factors and resources that foreign investors need to consider when entering ASEAN markets. This course also analyses cases and successful strategies that can be applied to overcome challenges to achieve business success. Through this course, students are able to develop a comprehensive view and the ability to formulate a feasible business plan for venturing into ASEAN markets.

由于宗教、文化、政治、社会和经济发展的差异，MSM502 在东盟国家的创业和经商让学生接触到在东盟国家开展和管理企业的独特机遇和挑战。本课程确定并讨论外国投资者在进入东盟市场时需要考虑的关键因素和资源。本课程还分析了可用于克服挑战以实现业务成功的案例和成功策略。通过本课程，学生能够形成全面的视野，并能够制定可行的商业计划，进军东盟市场。

Topics:

- Legal compliance, marketing and finance in ASEAN countries 东盟国家的合法合规、营销和金融
- Cross-border trade, investment, and tax policy in ASEAN countries 东盟国家跨境贸易、投资、税收政策
- Supply chain management strategies in ASEAN countries 东盟国家的供应链管理策略
- Small and Medium Enterprise in ASEAN countries 东盟国家中小企业
- Demography, religion, culture and consumer behaviour in ASEAN countries 东盟国家的人口、宗教和文化、消费者行为
- ASEAN free trade agreement, economic relations and market entry 东盟自由贸易协定与经济关系、市场准入
- Belt and road initiative 一带一路倡议
- Identification of business ideas and pain points in ASEAN markets 东盟市场的经营理念 and 痛点
- Technological and business innovation in ASEAN countries 东盟国家的技术和商业创新
- Business incubation and acceleration, business financing models in ASEAN countries 东盟国家的商业孵化、加速以及融资模式
- Labour and immigration policy, human resource management practice in ASEAN countries 东盟国家劳工和移民政策、人力资源管理实践
- Environment and sustainability in ASEAN countries 东盟国家的环境与可持续发展

Learning Outcome:

- Appraise opportunities and challenges of starting and managing a business in ASEAN countries due to difference in religion, culture, demography, and business practice 由于宗教、文化、人口和商业惯例的差异，评估在东盟国家开展和管理企业的机遇和挑战
- Evaluate business ideas leveraging on free trade agreement, belt and road initiative, crossborder investment, and tax policy 评估利用自由贸易协定、一带一路倡议、跨境投资和税收政策的商业创意
- Examine the nature of technological innovations, consumer markets, consumer behaviour, human resource management practice, supply chain management practice and business culture in ASEAN countries 考察东盟国家的技术创新、消费市场、消费者行为、人力资源管理实践、供应链管理实践和商业文化的本质
- Formulate business models and business plans to incubate, finance and accelerate new start-ups and traditional business in compliance with ASEAN regulatory frameworks, labour and immigration policy, and market entry requirement 根据东盟监管框架、劳工和移民政策以及市场准入要求，制定商业模式和商业计划，以孵化、融资和加速新的初创企业和传统业务
- Apply the essential knowledge and interpersonal skills to work effectively in a team 应用基本知识和人际交往能力，在团队中有效工作
- Demonstrate written proficiency 展示书面表达能力

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.