

OEL335 Business Organisations in Myanmar

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

The objective of OEL335 is to provide students with the conceptual tools and learning experiences to develop a deeper understanding business organisations in Myanmar. This is achieved through a combination of experiential learning, e-learning, classroom activities, and participation in an overseas trip to Yangon, Myanmar. As one of the largest country in mainland Southeast Asia with an area of 676,578 km² and a population of over 60 million people, Myanmar represents a very large domestic consumer and labour market for the world. In recent years, Myanmar has gained much attention globally – in part, with the political development with the National League for Democracy (NLD) under Aung San Suu Kyi, signalling a return to formal political (and democratic) processes; and in part, with the abundant untapped resources the country has to offer, now open to the world market. While still underdeveloped in the major industrial and economic sectors and infrastructure, Myanmar is undeniably a land of opportunities. This course seeks to expose students to the broader theme of “modernisation” and its impact on how businesses operate in Myanmar. As a global force that originated from Europe in the 1700s, components of modernisation like industrialisation, urbanisation, the scientific revolution, and colonialism continue to shape the rest of the world in different ways. Through a direct encounter with how modernisation manifests itself in the domain of commerce in an ex-colony of the British that underwent military rule, students would be able to better appreciate how the local contexts interact with a historical force to produce indigenous solutions to global challenges.

Topics:

- Experiential learning
- Modernisation a global-historical force
- History of Myanmar
- Geopolitical, social, and economic structures of modern Myanmar
- Business models and practices
- Commercial trends in Myanmar
- Business organisations in Myanmar

Learning Outcome:

- Explain the role of business organisations in Myanmar’s economic and social development
- Analyse how modernisation has shaped human societies
- Examine the relationship between business organisations and nation-building in Myanmar
- Apply social scientific frameworks to make sense of the relationships between business organisations and modernisation in Myanmar
- Deconstruct how presumptions about Myanmar shape observations of and responses to the ways that modernisation impacts people’s lives in the country
- Examine how business operations has adapted to Myanmar’s unique modernisation process
- Construct new ways to address the relationships between business organisations and modernisation
- Verify interpretations of the relationships between business organisations and modernisation with local partners

Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	25
	GROUP BASED ASSIGNMENT 2	20
	GROUP BASED ASSIGNMENT 3	25
	TUTOR-MARKED ASSIGNMENT 1	15
	TUTOR-MARKED ASSIGNMENT 2	15
Total		100