

MKTG 3017 THE MARKETS OF ASIA

Credit Points 10

Legacy Code 200098

Coordinator Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

Description Markets of Asia focuses on internationalisation and global competitiveness of organisations in the Asian region. The subject also encourages an appreciation of cultural diversity, and develops students' knowledge and skills so that upon completion of this subject, they will understand the relevant business practices needed to be responsive to enterprise opportunities and threats within this global community.

School Business

Discipline International Business

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) BUSM 1006

Equivalent Subjects LGYA 9922 - Regional Market Study (Asia)

Restrictions

Note that only students enrolled at Sydney City Campus may register in the Sydney City Campus subjects offered at that location.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of the growing importance and strategic emergence of the markets of Asia within a global context;
2. Evaluate the cultural, political and institutional norms and their dynamic impacts on international businesses strategies;
3. Apply analytical, interpersonal and decision-making skills appropriate to formulate successful international business strategies.

Subject Content

- introduction to The markets of Asia
- China and India ? political, legal, economic and technological environment
- The impact of culture on adaptation/innovation in China and India
- Internationalisation and E-business in Asia
- managing international business and business Negotiation in Asia
- Global business strategies, An Asian perspective
- Ethics, social responsibility and sustainability; an Asian perspective

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Report	1,000 words	30	N	Individual	Y
Report	1,500 words	30	N	Group	Y
Final Exam	2 hours	40	N	Individual	Y

Prescribed Texts

- A list of readings and resources will be provided.

Teaching Periods

Vietnam Session 2 (2025)

Vietnam

On-site

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3017_25-UT2_UE_1#subjects)

Sydney City Campus - Term 2 (2025)

Sydney City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3017_25-SC2_SC_1#subjects)

Spring (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Sabreena Amin ([https://directory.westernsydney.edu.au/search/name/Sabreena Amin/](https://directory.westernsydney.edu.au/search/name/Sabreena%20Amin/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3017_25-SPR_PC_1#subjects)