

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Business with Asia (1134BAS)

PROGRAM:

Bachelor of Business Administration (BBA),
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Economics & International Finance (BEIF)
Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION				
LATEST UPDATE	2020-2			
ACADEMIC DEPARTMENT	Negotiation and International Trade			
SUBJECT TYPE	Emphasis / Elective			
LANGUAGE	Spanish			
SEMESTER	Programme	Semester		
	BBA	Elective		
	BA&S	Elective		
	BIB	7/8		
	BIMLA	Elective		
	BEIF	Elective		
	GAS	Elective		
NUMBER OF ACADEMIC CREDITS	3			
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK 96

LEARNING PREREQUISITES	N/A					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. • Intercultural challenges. • Research and/or projects with international and intercultural components. • International guests 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	8. Decent Work and Economic Growth 9. Industry, Innovation and Infrastructure					
COURSE DETAILS						
COURSE DESCRIPTION	With this subject, an important approach is made to the perspective of being and doing Asian, starting from Eastern anthropology, the company and its management styles, to end with innovation and macroeconomics in that region. It is intended to develop in students human and professional skills necessary to be able to think and act with an oriental mentality and sensitivity in a novel and effective way, as a fundamental support for the growth and durability of western companies.					
KEY WORDS:	Strategy, Asian culture, Businesses.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01	Know and understand multicultural environments in local and global contexts.	Knowledge	Being Asian (attitudinal aspects). Anthropology of the human being from the Asian perspective.	Theoretical Class	<i>Method:</i> Supervised Practice and Demonstration <i>Technique:</i> Interview and triangulation <i>Instrument:</i> Check List, Value scales, rubrics.
	ILO02	Evaluate information using critical and	Skill	Pathways to reality. Factors that move away from reality.	Problems Based Learning	<i>Method:</i> exam, written exam, concept maps.

		analytical reasoning to face changing situations in the environment.				<i>Technique:</i> Documentary and productions analysis, content analysis, wrappers exam. <i>Instrument:</i> Check List, Value scales, rubrics.
ILO03		Understand the differences between people in order to work with them, solve problems, develop meaningful relationships and share knowledge.	Attitude	Preliminary reflections on leadership and Asian culture vs. Colombian culture.	Case Study	<i>Method:</i> Supervised Practice and Demonstration <i>Technique:</i> Interview and triangulation <i>Instrument:</i> Check List, Value scales, rubrics.
ILO04		Demonstrate awareness of ethical issues in the business environment, and contributes to improving the conditions of society.	Attitude	Personal life project from the Asian style. Interculturality and negotiation (class outside the university)	Discovery Based Learning	<i>Method:</i> exam, written exam, concept maps. <i>Technique:</i> Documentary and productions analysis, content analysis, wrappers exam. <i>Instrument:</i> Check List, Value scales, rubrics.
BIB ILO07		Apply technical skills associated with transactions that cross borders, and also understand and solve issues related to the internationalization	Skill	Asian doing (fitness aspects). Deepening in oriental companies. The emerging economy in Asia. The China phenomenon. Perceptions about Indonesia.	Case Study	<i>Method:</i> Supervised Practice and Demonstration <i>Technique:</i> Interview and triangulation <i>Instrument:</i> Check List, Value scales, rubrics.

	<p>of companies and trade.</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>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</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 ILO07: 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>BIBLIOGRAPHY</p>	<ul style="list-style-type: none"> • Chan Kim, W., Mauborgne, R. (2005). La Estrategia del Oceano Azul. Bogotá: Grupo Editorial Norma. • Deming, E. Biography. Recuperado el 6 de Agosto de 2012, de http://deming.org/index.cfm?content=61 • Hofstede, G. (1980): Culture's consequences: international differences in work-related values, Beverly Hills: Sage • Ishikawa, K. (2007). ¿Qué es el Control Total de Calidad?. Bogotá: Grupo Editorial Norma. • Kaizen Institute. "Masaki Imai". Kaizen Institute Consulting Group Ltd. 2007. (online) Ver: http://cl.kaizen.com/fileadmin/DATA/kaizen_es/Biograf%C3%ADa%20Masaaki%20Imai.pdf • Liker, J. (2006). El Talento Toyota. Bogotá: McGraw Hill. • Liker, J. (2006). Las Claves del éxito de Toyota. Bogotá: Gestión 2000. • Martínez Lozano, César C. (2014) Ama y haz lo que quieras - La manera viable para construir felicidad. 2da ed. Bogotá: San Pablo. • Martínez Lozano, César C. (2014) Ama y haz lo que quieras - La manera viable para construir felicidad. http://www.librosenred.com/libros/amayhazloquequieraslamaneraviableparaconstruirfelicidad.html, • Materia BIZ. Sakichi Toyoda, de carpintero a fundador de Toyota. España. Recuperado el 5 de agosto de 2012, de: http://www.materiabiz.com/mbz/biografas.vsp?nid=22856 • SkyMark. S.f. Kaoru Ishikawa: One Step Further. Recuperado el 15 de Agosto de 2012, del sitio Web de SkyMark: http://www.skymark.com/resources/leaders/ishikawa.asp • Wang Y., Sull, D. (2006). Made in China. Bogotá: Grupo Editorial Norma. • Yáñez, M. (2003). Confucio. Madrid: Edimat Libros