

Sophia University – Summer Session 2025

July 1 – July 22, 2025 *July 1: Orientation *July 4: No-class day

Date: January 2025

Course Title	Business and Technology in East Asia
Course Code	ASZ200
Instructor	Randall Duran
Class Period	1st Period (9:00-10:40)
Course Format	In-Person
Language of Instruction	English
Maximum class size	50
Course Description	This course examines the business dynamics in China, Japan, Singapore, and emerging markets within the region. Students will explore how governmental policies influence business environments and technology development, driving growth across various sectors including manufacturing, finance, and digital commerce. Through case studies and discussions, emphasis is placed on understanding practical concerns that businesses in East Asia face, including approach to market entry, competitive strategies, and international expansion. Cultural considerations, leadership styles, and the impact of regional trade agreements are also analyzed, providing students with essential knowledge for understanding East Asian markets.
Course Objectives	To explore the economic policies, business strategies, and technology innovation in East Asian economies, including China, Japan, and Singapore, providing students with a fundamental understanding of these markets.
Expected work outside of class	<ul style="list-style-type: none"> • Reading course materials • Review what was taught in class • Group project and presentation preparation Time expected for work outside of class: 190 minutes per lesson.
Course Materials	All class material, including mandatory and optional reading, will be available on Moodle. Purchase of textbook: not necessary e-book: not applicable
Moodle	Readings and other course material will be made available via Moodle.
Contact Instructor	Via Moodle messages
Evaluation (Attendance, Class participation, in-class assignments, final exam, quizzes, etc.)	Class participation and attendance: 20% Group project presentation: 30% Final exam: 50%

Other comments	-
Class schedule	*July 1: Orientation
	*July 4: No-class
	[DAY 1] July 2 (W)……Introduction to East Asia
	[DAY 2] July 3 (R)……Economic Policies and Business Environment
	[DAY 3] July 7 (M)……Technology and Innovation in East Asia
	[DAY 4] July 8 (T)……Business Strategies in East Asia
	[DAY 5] July 9 (W)……Digital Economy and E-Commerce
	[DAY 6] July 10 (R)……Cross-Cultural Management and Leadership
	[DAY 7] July 11 (F)……Group Project Presentations
	[DAY 8] July 14 (M)……China's Economic and Technology Landscape
	[DAY 9] July 15 (T)……Japan's Technology Advancement
	[DAY 10] July 16 (W)……Singapore's High-Tech Economy
	[DAY 11] July 17 (R)……Other Markets in East Asia
	[DAY 12] July 18 (F)……Future Trends and Challenges
[DAY 13] July 21 (M)……Case Study	
[DAY 14] July 22 (T)……Final Exam	

*Course format, evaluation methods, and class schedule may be subject to change.

[Important Note Regarding Class Capacity]

Course enrollment in each course is on a first-come, first-served basis. Please be aware that once the maximum capacity is reached, you will no longer be able to select that course.

If you plan to transfer the credits to your home university, please consider alternative courses as well when making your study plan, in case the courses you want to take are full.

In case you are unable to take your desired courses and the number of courses you are enrolled in changes, a refund will be issued based on the number of courses reduced.