

Sophia University –Summer Session 2026

July 1 – July 22, 2026 *July 1: Orientation. *July 3: No class day

Date: December 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 Asia Pacific 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 considerations related to doing businesses in Asia, including approaches to market entry, competition, 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 and Asia Pacific markets.
Course Objectives	To explore the economic policies, business strategies, and technology innovation in 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• Reviewing what was taught in class• Group project and presentation preparation Time expected for work outside of class: 190 minutes per lesson.
Course Materials	Purchase of textbook: Mandatory Business and Technology in Asia Pacific, Randall E. Duran, available beginning in May 2026
Moodle	Supplemental course materials and online exercises will be made available via Moodle.
Contact Instructor	Via email
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 3: No-Class Day
	[DAY 1].....Introduction to East Asia and Asia Pacific <ul style="list-style-type: none"> ● Overview of Asian Economies ● Historical Context and Economic Development
	[DAY 2]Economic Policies and Business Environment <ul style="list-style-type: none"> ● Government Policies ● Economic Reforms and Liberalization
	[DAY 3]Asia-driven Technology and Innovation <ul style="list-style-type: none"> ● Technological Advancements in East Asia ● Intellectual Property and R&D Investment
	[DAY 4]Asia-focused Business Strategies <ul style="list-style-type: none"> ● Cultural Considerations ● Business Strategies ● Market Entry Strategies
	[DAY 5]Asian Digital Economy and Financial Innovation <ul style="list-style-type: none"> ● Digital Economy in East Asia ● Fintech Innovations and Digital Payments
	[DAY 6]Group Project Presentations
	[DAY 7]Cross-Cultural Management and Leadership <ul style="list-style-type: none"> ● Cultural and Business Practice Differences ● Leadership and Business Practices
	[DAY 8]China's Economic and Technology Landscape <ul style="list-style-type: none"> ● China Overview ● Chinese cultural considerations ● Innovation and Entrepreneurship ● Case Study
	[DAY 9].....Japan's Technology Advancement <ul style="list-style-type: none"> ● Japanese Culture ● Key Business Sectors ● Innovation and R&D ● Case Study
	[DAY 10]Field Trip
	[DAY 11]Singapore's High-Tech Economy <ul style="list-style-type: none"> ● Historical Overview ● Southeast Asian Culture ● Government Support for Innovation ● Case Study
	[DAY 12]Other Asia Pacific Markets <ul style="list-style-type: none"> ● Southeast Asian Economies ● Growth Challenges in Southeast Asia

	● Case Study
	[DAY 13]Future Trends and Challenges
	<ul style="list-style-type: none"> ● Impact of AI in Asia ● Challenges Facing Asian Economies ● Case study
	[DAY 14]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.