



University of the Thai Chamber of Commerce

Course Outline

Semester: Second Semester

Academic Year 2020-2021

School of Humanities and Applied Arts

Major: Business English (International Program)

Course Code: IH201

Course Title: ASEAN Economics and Trade 3 (3-0-6)

Number of Credits: Three Credits

Lecture/period/week: 15 Online sessions of 3-hrs

Cisco Webex and Zoom

Lecturers: Ajarn Miroslav Kalniev (mirokalniev@gmail.com)

Ajarn Andreas Sami Prauhart (andreasami@y-motions.com)

Ajarn Paul Shuttenbelt (paul_sch@utcc.ac.th)

• **Pre-requisite Course, if any**

No Prerequisite

• **Course Description**

This course offers an overview of ASEAN economics and trade covering the creation of the ASEAN community, ASEAN economic geography, and ASEAN major areas of cooperation with an emphasis on finance and economic cooperation. Moreover, tools and skills in starting and leading a business in the ASEAN market are learnt through concrete examples of entrepreneurs and the challenges they face in managing their businesses are a central part of this course.

• **Objectives & Learning Outcomes**

- 1) To promote the understanding of Asean and its economic and social activities.
- 2) To study the influences of Asean economic community on regional trade and businesses.
- 3) To analyze the strengths, weaknesses, opportunities and threats of Asean economic community.
- 4) To study the integration of Asean economic community into the global economy.
- 5) To learn about business opportunities and challenges faced in selected ASEAN countries through real case studies from Myanmar, Cambodia, Thailand, and Vietnam.

- 6) To enhance analytical and implementation skills for future business managers and young entrepreneurs.
- 7) To strengthen creative confidence in participants eager to enter the business world in the ASEAN market.

■ Teaching Approach

This Digital Interactive Learning (DIL) course is held through Webex, Zoom and Microsoft teams platforms. Four DIL tools are applied to strengthen the Learning System for each student:

(a) Learning Partner Triangle (LPT)

(b) Active Reflection Diary (ARD)

(c) Daily Reflective Question (RQ)

(d) Mini-Presentations (MP)

At the beginning of the course, LPTs are formed: students form groups of three and remain in the LPTs from the beginning to the end to (a) support each other's learning, (b) do (outside of class) group work and prepare mini-presentations together, and (c) actively work to reply to daily RQs covering the course material. The Daily RQs are posted on the MS Teams group for this course. Every student is required to keep an Active Reflection Diary (ARD), the simple Word template of which will be shared and explained on the first class day.

To allow for a highly interactive learning experience, some **young managers featured in the taught case studies will be invited** to the course if timing allows.

■ Course Structure

The course features three international lecturers from ISM and is divided into three parts of 5 sessions each. The first part provides the overall context by presenting an overview of ASEAN, the impact of the Chinese Belt Road Initiative, and examples of high value start up businesses. The second part focuses on mindsets, skills and tools used by young ASEAN entrepreneurs in the context of working in specific ASEAN markets and aims to strengthen their personal creative confidence as future business leaders. The third part delves into the world of starting a new business through concrete examples and

case studies leaving the participants with a tool box and values for start-up entrepreneurs. Part II and III are highly applied and practical in method and content.

Part 1:

Students are to be introduced to the formation and importance of ASEAN, ASEAN AEC, ASEAN and RCEP, ASEAN Unicorns, plus focusing more in-depth on a selected ASEAN member countries, which will give a thorough basis for understanding ASEAN and its main functions. This will also lay the foundation for the remainder of the next 10 sessions in the course.

Part 2:

The second part focuses on skills and tools used by young ASEAN entrepreneurs in the context of working in specific ASEAN markets, across ASEAN borders by designing internationalization/regionalization strategies, and enhancing management and leadership skills and mindsets by applying Asian ancient wisdom and metaphors any Asian student, including Koreans, can naturally relate to. Selected case studies developed within the International School of Management will be used to enable a hands-on practical experience of learning important business and management concepts. Aim of this part is to inspire and strengthen the creative confidence as well as practical values of integrity and resilience of participants in entering the business world in the near future.

Part 3:

The third part focuses on the challenges and tools of starting a business in the ASEAN market. The lecturer applies a mix of his own personal experience, case studies developed by ISM , and examples from practitioners in the field.

■ **Teaching Aids/Instructional Media**

Student Activities

- ✓ Data/Information Search
- ✓ Brainstorming
- ✓ Simulation
- ✓ Presentation

■ **Textbooks/Instructional Material**

PPT and other relevant materials will be provided for each class.

■ **Evaluation**

Category	Percentage
Part I Attendance, Active Participation and Reflective Questions	40%
Part II Performance in Collaborative Work/LPT/Mini Presentations	40%
Part III Quizzes	10%
Part IV Active Reflective Learning Diary	10%
Total	100 %

Grading Scale

A = 80 – 100

B = 75 – 79

C = 65 – 69

D= 50 - 59

B+ = 80 – 84

C+ = 70 – 74

D+ = 60 – 64

F = 0 - 49

■ **Course Details**

(All lecturer times are 12:00 – 15:00 Bangkok time)

Lecture/Lab Timetable

Week No.	Date/Month	Topics	Lecturer
1	21 Jan	Joint Intro of all lecturers and program overview (30 min) Lecture 1: Introduction to ASEAN	All lecturers Aj Miro
2	22 Jan	Lecture 2: Asean Economic Community	Aj Miro
3	26 Jan	ASEAN and RCEP	Aj Miro

4	27 Jan	ASEAN Unicorns	Aj Miro
5	28 Jan	Presentations	Aj Miro
7	29 Jan	Globalization and Business Strategy I: CAGE Framework	Aj Andreas
8	Feb 1 Jan	Globalization and Business Strategy II: CAGE Framework (Business Case Study: Thai Rubber)	Aj Andreas
9	Feb 2	Retailing and E-commerce in ASEAN (Business Case Studies: a. E-commerce in Cambodia and b. E-commerce in Myanmar)	Aj Andreas
	Feb 3	The Yin and Yang of Management: A Simple Framework for Young Asian Managers to Understand Themselves and Others	Aj Andreas
10	Feb 9	Building Creative Confidence & Practicing Values as Managers: Integrity, Resilience, and Sustainability	Aj Andreas
11	Jan 25	Starting a Business in ASEAN, rules and regulations	Aj Paul
12	Feb 4	Market expansion of Dao Coffee in Asean	Aj Paul
13	Feb 5	How to Build and Lead an Organization, Talking from experience.	Aj Paul
14	Feb 8	Special guest speaker: TBD Social Entrepreneurship	Aj Paul
15	Feb 10	Working in Groups; Cross-Cultural Management in Asean <ul style="list-style-type: none"> • What are groups and how do they work • There is an I in team • Groups in different cultures • Working for a foreign boss CLOSING Meeting with all lecturers (30-45 min)	Aj Paul

■ Essential References

Sessions 1 to 5

1. **Roadmap for an ASEAN Community 2009-2015**
<http://inter.oop.cmu.ac.th/ASEAN/RoadmapASEANCommunity.pdf>
2. **ASEAN Community 2015: Managing integration for better jobs and shared prosperity**
<http://www.adb.org/sites/default/files/publication/42818/asean-community-2015-managing-integration.pdf>
3. **Fact sheet: ASEAN Economic Community (AEC)**
[http://www.asean.org/images/2013/factsheet/2013%20\(6.%20Jun\)%20-%20AEC.pdf](http://www.asean.org/images/2013/factsheet/2013%20(6.%20Jun)%20-%20AEC.pdf)
4. **Summary of the Regional Comprehensive Economic Partnership Agreement**
<https://asean.org/summary-regional-comprehensive-economic-partnership-agreement/>

Sessions 6 to 10

1. **Customized Reading Package** synthesized by Ajarn Andreas Sami Prauhart **handed out at start of program to participants**
2. <https://hbr.org/2001/09/distance-still-matters-the-hard-reality-of-global-expansion>
3. <https://hbr.org/2019/02/the-state-of-globalization-in-2019-and-what-it-means-for-strategists>
4. Case Study Cambodia-E-Commerce
5. Case Study Myanmar- E-Commerce

Sessions 11 to 15

1. Case Study Myanmar-Moountaineer Coffee
2. <https://home.kpmg/th/en/home/insights/2018/06/asean-business-guide.html>
3. <https://www.collectivecampus.io/blog/10-startups-in-southeast-asia-you-should-know-about>
4. Hand outs