

## **Faculty of World Economy and International Affairs**

### **Summary of the Elective Course**

#### **“Business in Southeast Asia: Prerequisites for Success”**

**2017/2018 Academic Year**

**Lecturers: Prof. Kanaev E.A.**

#### ***Course description***

The course offers an in-depth discussion focusing upon the specificity of doing business in Southeast Asia. Starting with the general description of Southeast Asia as a focus of strategies implemented by regional and global multinationals, the course penetrates practical aspects of doing business such as factors shaping the dynamics of consumer behavior, brand-building, e-commerce, strategies of big companies stemming from the realities of ASEAN Economic Community, the specificity of technologically-advanced supply-production chains in Southeast Asian countries and the culture of doing business. Special attention is paid to success stories and failure stories of regional and global multinationals. Proceeding to the analysis of Russia’s commercial presence in Southeast Asia, the course offers practical recommendations for how to effectively submit an application to be appreciated and supported by organizational structures of Russia-ASEAN full dialogue partnership.

#### ***Expected learning outcomes***

On completing the course, students will obtain:

- In-depth and practically-oriented knowledge on the specificity of doing business in Southeast Asia;
- Practical understanding of opportunities offered by ASEAN Economic Community;
- Awareness of components of success achieved by global and regional multinationals;
- Systemic and multidimensional knowledge of ways to foster business contacts between Russia and Southeast Asian countries;
- Multi-dimensional analytical approach to the submission of application to the structures of Russia-ASEAN full dialogue partnership;

### Course structure

№	Topic	Academic hours	Lectures	Seminars
<b>1.</b>	<b>Southeast Asia as the focus area</b>	<b>2</b>	<b>2</b>	
<b>2.</b>	<b>Developing an effective strategy: the conceptual issues</b>	<b>16</b>	<b>8</b>	<b>8</b>
2.1.	Factors shaping consumer behaviour	2	1	1
2.2.	Effective brand-building	2	1	1
2.3.	E-commerce	2	1	1
2.4.	Strategies of big companies: the ASEAN dimension	4	2	2
2.5.	Main technologically-advanced supply-production chains in Southeast Asia	4	2	2
2.6.	The Culture of Doing Business in Southeast Asia.	2	1	1
<b>3.</b>	<b>Strategies of multinationals: factors behind success</b>	<b>20</b>		<b>20</b>
3.1.	Toyota	2		2
3.2.	Mitsubishi	2		2
3.3.	Honda	2		2
3.4.	Nissan	2		2
3.5.	Mazda	2		2
3.6.	Sony	2		2
3.7.	Panasonic	2		2
3.8.	Toshiba	2		2
3.9.	Samsung	2		2
3.10.	LG	2		2
<b>4.</b>	<b>Russia and ASEAN as business partners</b>	<b>10</b>	<b>4</b>	<b>6</b>
4.1.	Russia and ASEAN: the state of market presence	4	2	2
4.2.	Submitting an application efficiently: what should and should not be done.	6	2	4
	<b><i>In sum</i></b>	<b>48</b>	<b>18</b>	<b>30</b>

### **The reading list (key papers)**

Doing Business in ASEAN: ASEAN Economic Community. Second Edition. Singapore, Rajah and Tann Asia, 2016.

ASEAN Business Outlook Survey. The ASEAN Economic Community and Beyond. Washington: US Chamber of Commerce, 2016. // [https://www.uschamber.com/sites/default/files/documents/files/abos\\_16\\_preview\\_1.pdf](https://www.uschamber.com/sites/default/files/documents/files/abos_16_preview_1.pdf)

ASEAN 2015: Seeing around the Corner in a New Asian Landscape. The Nielsen Company, 2015. // <http://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2014/Nielsen-ASEAN2015.pdf>

Coloso K. What is the Impact of the ASEAN Integration to Business? Founder's Guide. 26 June 2015. // <http://foundersguide.com/impact-of-the-asean-integration-to-business/>

Kerin R., Lau Geok Theng, Hartley S., Rudelius W. Marketing in Asia. Singapore, McGraw-Hill Education, 2015.

Vinayak HV, Thompson F., Tonby O. Understanding ASEAN: Seven Things You Need to Know. McKinsey and Company. May 2014. // <http://www.mckinsey.com/industries/public-sector/our-insights/understanding-asean-seven-things-you-need-to-know>

Kanaev E., Muradov K. Business in ASEAN: Practical Aspect. Russian Business Guide. 2013. No. 3 (12). P. 14-17.