



**Executive Master in Business Administration
EMBA 2017
School Year 2016-2017
Course Outline**

School Department	W. SyCip Graduate School of Business (WSGSB) Economics Department		
Course Title	Global Network Week (GNW): Strategy Setting for ASEAN 2016 and Beyond		
Unit/s	2		
Term	Elective		
Faculty	Prof. Federico M. Macaranas, PhD	Prof. Jamil Paolo S. Francisco, PhD	Prof. Fernando Y. Roxas, DBA
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Consultation	By appointment	By appointment	By appointment
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A. Course Description

The module at AIM will focus on the ongoing integration of the Association of Southeast Asian Countries (ASEAN) as platform for learning; the most significant regional integration in the region. ASEAN is at the nexus of the world's most dynamic countries in the 21st Asia-Pacific Century

The ASEAN was established on 8 August 1967 with current 10 member states that include Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. Its dialogue partners include India, Japan, Republic of Korea, New Zealand, Russia, United States, Australia, Canada, China, and EU. The ASEAN Secretariat is based in Jakarta, Indonesia.

It has identified the following four major pillars for its integration:

- Pillar 1: A Single Market and Production Base
- Pillar 2: Competitive Economic Region
- Pillar 3: Equitable Economic Development
- Pillar 4: Integration to the Global Economy

Prior to coming to AIM, students are required to familiarize themselves with the ASEAN community's on-going integration issues and challenges. Depending on his/her country of origin

or expected base of employment or business activities, the student is expected to prepare for the module by evaluating possible opportunities that the ASEAN integration to the global economy might create for the industry he/she expects to join after finishing his/her program of studies. Such preparation should include the relevant industry study or business outlook.

The students will be required to evaluate these opportunities and present to the class their analysis and plan of action. This report should demonstrate the student's proficiency with the tools learned in the AIM program and/or other analytical tools that have been introduced in his/her MBA program from the partner school.

B. Pre-requisites

None

C. Course Learning Outcomes

At the end of the course, students will:

1. Understand and sense the forces that affect opportunities in the market, technology adoption or creation, industry & competition, etc. in ASEAN in the 21st Asia-Pacific Century;
2. Analyze risks and develop strategies, policies, systems, and procedures across functional areas to create shareholder value;
3. Communicate effectively in a multi-cultural Asian and global setting;
4. Plan and drive execution through people with appropriate monitoring and evaluation systems.

D. Contribution to Program Learning Goals

<i>Course Learning Outcomes</i>	<i>Program Learning Goals</i>
1 - 4	1. Students will be business integrators
1 - 4	2. Students will be strategic and entrepreneurial thinkers
1, 2, 4	3. Students will be rapid, creative learners
3, 4	4. Students will be effective leaders and doers

E. Learning Methodology

- Case Studies
- Lecture discussion
- Group Work

F. Grading Criteria	Weight
Class Participation	60%
Group Research Paper / Presentation	40%
Total	100%

G. Student Responsibilities and Conduct
<p>Students are expected to conduct themselves with the utmost professionalism in all classes. Information and policies on student responsibilities and conduct, including dysfunctional behavior (such as attendance, plagiarism, cheating, etc) and grievance procedures are in the Student Handbook.</p>

References

Required advance readings:

1. ASEAN Economic Community
2. ASEAN Integration Report 2015
3. A Blueprint for Growth: ASEAN Economic Community 2015: Progress and Key Achievements
4. Das, et. al. (2014). The ASEAN Economic Community: A Work in Progress
6. The Economist Intelligence Report. (2015). Redrawing the ASEAN Map
8. WTO & IDE-JETRO. (2011). Trade Patterns and Global Value Chains in East Asia: From trade in goods to trade in tasks.
9. Porter & Kramer (2011). Creating Shared Value. Retrieved from <https://hbr.org/2011/01/the-big-idea-creating-shared-value>
10. ASEAN War for Talent

Additional readings:

11. Building Inclusive Democracies in ASEAN
12. Market Solutions to Public Needs: Mainstreaming Poverty Alleviation Initiatives in ASEAN
13. Framing the ASEAN Socio-Cultural Community Post 2015
14. Overcoming Poverty. Multidisciplinary Perspective Principles and Practices

PROGRAM SCHEDULE

	MONDAY June 12, 2017	TUESDAY June 12, 2017	WEDNESDAY June 12, 2017	THURSDAY June 12, 2017	FRIDAY June 12, 2017	SATURDAY June 12, 2017
9:00 am – 9:30 am	Welcome Remarks		Wrap-Up and Lessons Learned Thus Far/ LT reflections	LT Preparation for Group Project		DEPARTURE
9:30 am – 10: 50 am	Session 1	Session 5	Session 9 IRRI	Session 13	Session 17	
10:50 am – 11:00 am	Break	Break	Break	Break	Break	
11:00 am – 12:20 pm	Session 2	Session 6	Session 10 IRRI	Session 14	Session 18 (Closing, Awarding, and Class Picture)	
12:30 pm – 1:50 pm	Lunch	Lunch	Lunch	Lunch	Lunch	
2:00 pm – 3:20 pm	Session 3	Session 7 PSE	Session 11 and 12 (Site Visit) SEARCA, ASEAN Biodiversity Center	Session 15 and 16 (LT Preparation for Group Project)	Session 19 and 20 (City Tour)	
3:20 pm – 3:30 pm	Break	Break				
3:30 pm – 4:50 pm	Session 4	Session 8 Happy Skin				
5:00 pm	Free time	Free time	Free time	EMBA Networking Night	Free time	

