



**W.SYCIP
GRADUATE SCHOOL
OF BUSINESS**

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



DOING BUSINESS IN ASIA

Opportunities and Challenges During the Pandemic

CELEBRATING AND ADVANCING MANAGEMENT EXCELLENCE





W.SYCIIP GRADUATE SCHOOL OF BUSINESS

GLOBAL NETWORK FOR
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INSTITUTE BY THE NUMBERS

#1

GRADUATE SCHOOL OF
CHOICE OF FILIPINO
EXECUTIVES

Source: Forbes Magazine
Philippines, June 2015

43,000

ALUMNI

from

80

COUNTRIES

AT THE HEART OF AN EVER-CHANGING ASIA

The Asian Institute of Management (AIM) is an Asian pioneer in management education. The Institute was founded in 1968 by a consortium of prominent business leaders, Philippine academic institutions, and the Harvard Business School.

AIM is the first school in Southeast Asia to receive accreditation from the US-based Association to Advance Collegiate Schools of Business (AACSB), globally recognized as having the world's highest standards.

Throughout its history, the Institute has sought to empower students to thrive in challenging, rapidly shifting environments. It achieves this by encouraging a more considerate, effective, and sustainable approach to business in society.

Our mission is to sustain the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially-responsible leaders and managers. In line with this mission, we offer leading-edge practitioner-oriented management programs and use learning technologies that are responsive to our diverse markets;

- promote research that elevates these programs to higher levels of excellence;
- attract and develop an international faculty of distinctive competence and highly skilled and trained staff who ensure the delivery of quality services; and
- nurture and sustain a culture that rewards professionalism, creativity, and excellence.

The Institute is alma mater to a majority of directors at the 25 most valuable listed companies in the country. It is also the most-preferred school* among 94 corporate directors interviewed by Forbes magazine.

For more information, visit:

<https://www.aim.edu/>





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COURSE DESCRIPTION

The COVID-19 global pandemic has caused a major contraction in society and business over the past months. The implications of the pandemic to the business landscape has forced leaders to navigate a broad range of interrelated issues that has brought both challenges and opportunities. This course explores the uniqueness and complexity of Asian business systems, appreciating the particulars of doing business in Asian settings particularly relevant to the current pandemic situation. It tackles the issues confronted by business, both local and foreign, in setting up, growing, and successfully operating in Asia. Course discussions are aimed at appreciating differences in corporate organization and culture, market dynamics, institutional settings, and regulatory frameworks, and how business leaders can adapt to unique and complex business situations.

LEARNING OUTCOMES

1. Understand the management issues currently confronted by firms doing business in Asia.
2. Analyze these issues and their impacts on the business.
3. Communicate effectively in oral and written forms about the diverse facets of Asia and how to do business in this part of the world, using appropriate concepts, frameworks, and logical thinking.

GROUP CAPSTONE PRESENTATION

At the end of the course, students are required to present their perspectives on the difference between doing business in Asia and their home country. The students' output will be presented on the last day of the course to a set of panelists to be identified by the program organizers. Presentation of the capstone project is required to merit a certificate of completion.

COURSE REQUIREMENTS

- 80% Classroom Attendance
- Active Class Participation
- Group Capstone Presentation



PROGRAMME (ONLINE)

Philippine time	Day 1 Monday	Day 2 Tuesday	Day 3 Wednesday	Day 4 Thursday	Day 5 Friday
08:00 AM – 09:20 AM	<p>Welcome and Program Overview</p> <p>08:00 AM – 08:20 AM</p> <p>Sustainable Finance & Financing Ecosystem-based Adaptation in the Philippines</p> <p>08:30 AM – 09:50 AM</p>	<p>Overview of the Banking Industry in Asia</p>	<p>Enterprise Risk Management for Taiwan Exporters: Balancing Two Giants (China and US)</p>	<p>Koreans Doing Business in Asia</p>	<p>Group Capstone Presentation</p>
BREAK 20-minutes					
09:40AM – 11:00AM	<p>Doing Business in China and Indonesia</p> <p>10:10 AM – 11:30 AM</p>	<p>Doing Business in India</p>	<p>Disaster Risk and Crisis Management</p>	<p>Sustainable Tourism in the Philippines</p>	<p>Closing Session</p>



COURSE LEADERS



PROF. FELIPE O. CALDERON, CMA, CPA, PHD

Professor, AIM
Head, Washington SyCip Graduate School of Business Executive Director, Gov. Jose B. Fernandez, Jr. Center for Sustainable Finance

Expertise: Finance, Sustainable Finance, Sustainability Management, Sustainability Reporting, Commercial Lending and Banking

Session: Sustainable Finance & Financing Ecosystem-based Adaptation in the Philippines
Dr. Calderon's class is divided into two parts. The first part focuses on the implementation of sustainable finance in the Philippines. This is line with the issuance of the guidelines on sustainable finance framework by the Central Bank of the Philippines in April 2020. The second part focuses on ecosystem-based adaptation in the Philippines. In August 2020, AIM's Center for Sustainable Finance was awarded an 18-month research grant by UK-based Earth Security to investigate the valuation and financing of ecosystem-based adaptation in the Philippines.



PROF. RAUL P. RODRIGUEZ, PHD

Professor, AIM
Academic Program Director,
Executive MBA, Washington SyCip Graduate School of Business

Expertise: Leadership, Management, Organizational Development

Session: Doing Business in China and Indonesia
The resource speakers will present their views on the business outlook in China and Indonesia, which have the largest and third largest population in Asia, respectively. Ms. Min Jiang will talk about the extensive use of e-commerce in various key industry sectors and the top-performing brands in China. Mr. Andy Fanardy will likewise focus on the significant inroads of e-commerce in Indonesia, drawing from his experience working for a large e-commerce platform company. Both speakers will highlight opportunities and challenges in doing business in these countries.



PROF. JOSE GERARDO STA. MARIA, PHD

Professor, AIM
Academic Program Director,
MBA, Washington SyCip Graduate School of Business

Expertise: Organizational Development, Performance Management, Leadership





COURSE LEADERS



PROF. SANDEEP PURI, PHD

Professor, AIM

Expertise: Marketing Strategy, Sales Management and Customer Relation Management

Session: Doing Business in India

- India... A land of wonderful contrasts
- Indian Business Market
- Evolving Indian Consumers
- Different Branding and Pricing Strategies
- Different Segmentation Strategies
- Rural Markets and 4As of Rural Marketing



PROF. JOHN FRANCIS T. DIAZ, PHD, RFP

Professor, AIM

Expertise: Global Investments Strategy, Financial Statement Analysis, Risk Management, Finance Ethics

Session: Enterprise Risk Management for Taiwan Exporters: Balancing Two Giants (China and US)

Taiwanese exporters can take measures to protect their US market's share despite the volatile and uncertain trade environment exacerbated by the COVID-19 pandemic. Exporting finished goods that contain China-made parts from Taiwan to the US can involve risks: high duties and penalties, stricter quarantine controls, limited or blocked access to US markets; and in worst cases, criminal charges and possible prison time to Taiwanese business executives. This topic explains how a prudent strategy requires proactively understanding these trade risks, assessing enterprise potential exposure, and taking action to protect Taiwanese firms' access to US markets.



PROF. FERNANDO MARTIN Y. ROXAS, DBA

Professor, AIM

Executive Director, Dr. Andrew L. Tan Center for Tourism Research

Expertise: Sustainable Tourism, Sustainable Energy Systems, Systems Thinking and Strategy

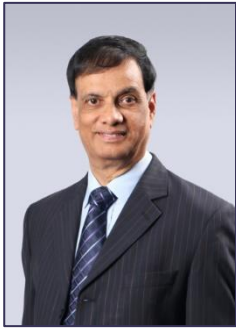
Session: Sustainable Tourism in the Philippines

Case: Silonay: An Experiment in EcoTourism





COURSE LEADERS



PROF. VINOD THOMAS, PHD

Visiting Professor, AIM
Distinguished Fellow in Development Management

Expertise: Disaster Risk Management, Economics, Economic and Trade Policy, Program Evaluation

- Session: Disaster Risk and Crisis Management
1. Disaster Risk and Response
 2. Country Experiences
 3. Disaster Policy Analysis
 4. Disaster Risk Financing



MR. JAEHOON OH

Director
Korean Chamber of Commerce Philippines
AIM MBA Alumnus 2011

Session: Koreans Doing Business in Asia

Due to 35 years of colonial rule from Japan (1910-1945) and the Korean War in 1950, Korea was devastated, and the lives of the people were disastrous.

Since the start of national economic development in 1962, Korea has become a country that exerts a good influence around the world through remarkable economic growth and cultural creation over the past 60 years.

In this session, we will briefly look at the business that Korea has conducted especially in Asia so far and predict which Korean business will affect Asia in the future and whether new business can be incorporated through it.



MR. DENNIS MONTECILLO

Senior Consultant to the International Finance Corporation and several private, mid-sized Philippine corporates. An independent Management Consultant, Leadership Speaker and Coach

Session: Overview of the Banking Industry in Asia

It is said that an old Chinese curse was reserved for their worst enemies: "may you live in interesting times." Indeed, these are the times we live in. And, like any crisis, living during turbulent times can cause one to lose what matters most: perspective.

What lessons have we learned from past crises that we can count on to look beyond the current circumstances? What makes Asia unique from the rest of the world? Where is the industry going?

We will explore these questions and more during the upcoming session titled "Asian Banking Overview".





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COURSE LEADERS



MS. MIN JIANG

M3Z Gifts Inc.
CEO

AIM MBA Alumna 2020

Session: Doing Business in China and Indonesia



MR. ANDRIANUS RICHIE ANDI FANARDY

Senior Manager – Transport Operation
Lazada Logistics Indonesia

AIM Executive MBA Alumnus 2020 (Distinction Awardee)

Session: Doing Business in China and Indonesia



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CONTACT US

Katrina Afable
Program Coordinator
International Programs
W.SyCip Graduate School of Business
Asian Institute of Management
E: Kafable@AIM.EDU

THANK YOU

SALAMAT

Tagalog / Filipino

Gracias

Spanish

고맙습니다

Korean

धन्यवाद

Hindi

ขอบคุณ

Thai

ありがとう

Japanese

TERIMA KASIH

Malay / Indonesian

баярлалаа

Mongolian

谢谢

Chinese