

# ASIAN CULTURAL VALUES IN BUSINESS

ASN 6990/ASN 4510

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ASIAN STUDIES AND 2006 KAUFFMAN PROFESSOR

**I. COURSE OBJECTIVES**—This course, which is part of the FIU Entrepreneurship Center/Kauffman Professor Award project, provides a critical survey of traditional Asian values, the ways they have been applied to the world of entrepreneurship, cultural constructions of the Asian business community in numerous examples of literature and film, and philosophical approaches to the formation of entrepreneurial strategies integrating premodern and modern perspectives.

**II. OPEN TO STUDENTS FROM ALL DISCIPLINES**—Asian Studies M.A. students and senior undergraduate majors are strongly encouraged to take this course, but it is also open to students from liberal arts, business and other professional schools who do not have a background in Asian Studies. The main assignment is an exciting but challenging opportunity, so students should be motivated to link Asia and business.

**III. MAJOR ASSIGNMENT**—All students will have the opportunity to prepare – in creative, entrepreneurial fashion – a workshop based on integrating Asian values and contemporary business. Examples, models and samples will be discussed thoroughly in class. Workshops will be presented to the class, as well as an outside group of business people and professionals. Special funds are available.

## IV. MAJOR TOPICS

Week 1: Intro and description of major assignment

Week 2: White Collar Zen (WCZ PowerPoint)

Week 3: Chapter from *Tokugawa Religion*, Thunderbird Article, and *Book of Five Rings*

Week 4: *Sun Tzu and the Art of Business*

Weeks 5-6: *Rising Sun* and films

Week 7: Take home midterm—Combination Essay and Project Overview (outline and budget)

Week 8: Kaihan Krippendorff, *The Art of the Advantage*

Week 9-10: *Doing Business in China*

Week 11: *Four Little Dragons*

Weeks 12-13: In-class presentations

Week 14: Presentations to Asian Studies Center Board Members

## V. TEXTS

- 1) White Collar Zen (Heine), 2) Art of Business (McNeilly), 3) Rising Sun (Crichton), 4) Doing Business in China (Harvard Business Review), 5) Four Little Dragons (Vogel), 6) Book of Five Rings (Musashi)

**FUNDING AVAILABLE TO INDIVIDUAL STUDENTS OR GROUPS  
MAY BE USED AS FOLLOWS:**

- 1) Supplies
- 2) Travel (i.e., conferences, research, networking, obtaining resources)
- 3) Consultant Fees
- 4) Miscellaneous (inquire about your ideas)