



Master of Science in Communication Management

Course Code: POSC600

Course Title: SOCIETIES, COMMUNITIES AND GOVERNMENTS ACROSS ASIA

Instructor : Prof Bridget Welsh

Title : Associate Professor of Political Science

Date Submitted : 8 April 2013

PRE-REQUISITE/CO-REQUISITE/MUTUALLY EXCLUSIVE COURSE(S)

None

COURSE AREA

(1) Political Science

GRADING BASIS

Graded

COURSE UNIT

0.5 CU

FIRST OFFERING TERM

Academic Year: AY2012/2013

Academic Term: Term 2

COURSE DESCRIPTION

The objective of this seminar is to define relations with society and governments as part of the overall management task, showing how it contributes to strategic planning, management decision-making and the achievement of strategic, organizational, marketing and other objectives. The seminar critically prepares for main areas of public affairs practice, covering government relations, issues management, community relations, relations with non-governmental organizations and pressure groups.

LEARNING OBJECTIVES

A. Knowledge

By the end of this course, students will know:

- Deepen Understanding of Contemporary Asia & its History
- Appreciate Asia's Political, Cultural and Economic Diversity
- Recognize the Range and Breadth of Asia's Political Challenges
- Evaluate Societal and State Political Engagement and Actors in Asia
- Develop Knowledge to Communicate more Effectively in Asia

B. General skills

By the end of this course, students will be able to:

- Frame Problems from Multiple Cultural Perspectives
- Improve the Quality of Engagement in Asia

C. Action-oriented Attitude

By the end of this course, students will:

- Increase familiarity with Trends and Actors in Asia
- Improve their Communication Tools with Different Communities in Asia

ASSESSMENT METHODS

Class participation will be assessed and incorporated into the overall participation grade component for the 3 courses conducted in May at SMU. The application paper (see course outline 'Application Session') will require students to incorporate elements of *Societies, Communities and Governments Across Asia*. This course has no additional assessment components.

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work presented in class must be the student's own work. Any student caught violating this policy may result in the student receiving zero marks for the component assessment or a fail grade for the course. This policy applies to all works (whether oral or written) submitted for purposes of assessment.

Where in doubt, students are encouraged to consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <http://www.smuscd.org/resources.html>.

INSTRUCTIONAL METHODS AND EXPECTATIONS

This class consists of lectures as well as interactions and conversations with civil society organizations and opinion leaders. Students are expected to read all the required reading before class to participate in discussion. Class participation will be assessed based on the quality of participation in the class, with higher marks given to students who relate inputs to the course readings and express individual ideas articulately and succinctly.

CLASS TIMINGS

May 27, 1330-1530 hrs, 1600 – 1800hrs

May 28, 0830 -1000 hrs, 1030 – 1230hrs, 1330 – 1530hrs

May 29, 0830 – 1000hrs, 1030 – 1230hrs

COMPULSORY SELF-STUDY MATERIALS (SEE RESEARCH GUIDE FOR DOWNLOADS)

LESSON PLAN

Module	Topics to be Covered	Readings
Day 1	The Socio-Political Landscape of Asia	Benedict Anderson, "The Idea of Power in Javanese: Its Setting and Development," in <i>Language and Power: Exploring Political Cultures in Indonesia</i> , (Cornell University Press, 1990), pp. 17-77 Frank Fukuyama. <i>The Origins of Political Order</i> (New York: Farber, Straus and Giroux, 2011) pp. 97-109, 139-188. Case Study: Malaysia: People First? Harvard Business School.
Day 2	Contesting Rights and Responsibilities in Asia	Fareed Zakaria. "A Conversation with Lee Kuan Yew," <i>Foreign Affairs</i> , (March/April) 1994. Yun-han Chu, Larry Diamond, Andrew J. Nathan, and Doh Chull Shin (eds.) <i>How East Asians View Democracy</i> . (New York: Columbia University Press, 2008), pp. 1-38

		Guest Speaker: Lokman Tsui, Google Corporation
Day 3	Connecting Corporate Communication with the Socio-economic Environment	William Shafer. "Social Paradigms in China and the West," In Kyoko Fukukawa. <i>Corporate Social Responsibility in Asia</i> . (London: Routledge Press, 2011), pp. 23-44.