



Courses taught in English at the Faculty of Economic Sciences

<p>Module No.: tba</p> <p>Title: Doing Business in Asia</p>	<p>Credits:</p> <p>6</p>
<p>Course Content:</p> <p>Students are brought closer to the business activities, as well as their influence, of the latest developments within the legal framework for market entry in the countries of South and East Asia. Furthermore, strategic and operational management measures for the Asian region are taught and supported with practical examples. Predominantly, the focus is going to be on China (winter semester 2015/2016).</p> <p>Beside the acquisition of theoretical knowledge of the management of Asian companies, the students should be prepared for a future career in companies that have business relations with Asia.</p>	<p>Course Type:</p> <p>Lecture</p>

<p>Recommended Prerequisites:</p> <p>None</p>	<p>Exam:</p> <p>90 minutes</p>
<p>Recommended Semester:</p> <p>2-3</p>	<p>Cycle:</p> <p>Every winter semester, this lecture starts after the christmas holiday</p>
<p>Literature:</p> <p>(Readings will be announced in the course)</p>	<p>Lecturer:</p> <p>YingYing Zhang (Guest lecturer, winter semester 2015/2016)</p>