



## Courses taught in English at the Faculty of Economic Sciences

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| <b>Module No.:</b> M.WIWI-BWL.0116.Mp<br><br><b>Title:</b> Asian Business and Management   | <b>Credits:</b><br><br>6           |
| <b>Course Content:</b><br><br>Due to the rapid growth of Asian countries in the modern economy and intense business ties between Europe and Asia knowledge about Asian business and management has become important.<br><br>This course aims at increasing the understanding of Asian business and management. Students will learn about the economic environments, success factors of major Asian companies and how foreign companies and managers can succeed in selected Asian countries, e.g. China, South Korea, and Japan. | <b>Course Type:</b><br><br>Lecture |

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| <b>Recommended Prerequisites:</b><br><br>None                            | <b>Exam:</b><br><br>Written exam (90 minutes) |
| <b>Recommended Semester:</b><br><br>1-3                                  | <b>Cycle:</b><br><br>Every Summer Semester    |
| <b>Literature:</b><br><br>Will be circulated in class/uploaded on StudIP | <b>Lecturer:</b><br><br>Prof. Fabian Froese   |