

<b>Georg-August-Universität Göttingen</b>		6 C 2 WLH
<b>Module B.WIWI-BWL.0091: Asian Business and Economics</b>		
<p><b>Learning outcome, core skills:</b> Due to the high growth rates in Asian countries and the intense economic ties between Europe and Asia, the topic of "Asian Business and Economics" is of increasing importance.</p> <p>After taking this module, students will have acquired theoretical and practical knowledge about the Asian continent from a business and economic perspective. The focus lies on the Asian region, on the success factors of Asian companies and on teaching intercultural skills that are needed to operate as foreign entrepreneurs or employees in Asia.</p> <p>Students will have gained valuable knowledge and skills that should prepare them for a future career in companies that have business relations with Asia, after attending this module.</p>		<p><b>Workload:</b> Attendance time: 28 h Self-study time: 152 h</p>
<b>Course: Asian Business and Economics (Seminar)</b>		2 WLH
<b>Examination: Presentation (ca. 30 minutes) with written elaboration (max. 8.000 words)</b>		6 C
<p><b>Examination requirements:</b></p> <ul style="list-style-type: none"> <li>• Demonstration of overall understanding of political, cultural and economic environment that influences the business scene in Asia,</li> <li>• demonstration of awareness to intercultural challenges and proof of understanding of the Asian culture,</li> <li>• ability to reproduce and reflect on strategies and success factors of Asian companies.</li> </ul>		
<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> none	
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Hongxin Zhao	
<b>Course frequency:</b> every second semester	<b>Duration:</b> 1 semester[s]	
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 4 - 6	
<b>Maximum number of students:</b> 20		