

2019.HS

Module Name: Doing Business in Asia Pacific			
Module Code	w.BA.XX.2DBusAP.XX		
Module Description	Developments with relevance for business in Asia are increasingly in the news. Starting from the rise and innovation power of Asia, this module provides a basic comparative view of China, India, and a selected Southeast Asian (SEA) country. The aim is to gain insight into the economy, politics, and digital transformation in the focus countries in order to enable managers to make informed and appropriate decisions in their pursuit to realize business opportunities. Cases and business examples will support students in visualizing and transferring the content of this module. Students will further deepen their knowledge of the region by engaging in a critical discourse on a country's development goal. The module closes with a wrap-up and an outlook.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abt. International Business Leitung		
Module Coordinator	Patricia Enzmann (enzm)		
Deputy Module Coordinator	Max Weber (webx)		
Prerequisite Knowledge	Principles of International Business		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	Students... <ul style="list-style-type: none"> § Are able to identify and evaluate current trends and opportunities in Asia § Gain key information in selected focus countries based on their economic, political, market, and cultural environment § Understand and explain the acquired knowledge, in particular its relevance to doing business in these countries § Apply relevant skills to manage a business situation in selected focus countries § Participate actively in discussions and prepared debates and apply coherent logic to their line of argumentation 		

	§ Are able to complete a group assignment successfully over the course of the semester § Can demonstrate the ability to make an active contribution while working in a team § Gain insight into future developments and digital transformation in Asia		
Module Content	§ The rise and innovation power of Asia § Economy, politics and digital transformation in China, India, and a selected SEA country § Case studies and business examples § Hypothesis and debate § Wrap-up and outlook		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.1DBusEE-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Discussion § Debate	Social Settings Used: Group Work	
Digital Resources	Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	32 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	32 h	30 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	60,00 %
Permitted Resources	No calculator	With dictionary	
Others	Assessment	Length (min.)	Weighting
Written paper and debate	Grade	15	40,00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	The latest and most relevant articles will be discussed and the reading part will be adapted to the topics of the individual classes		
Recommended Reading	-		
Comments	Students are expected to be intrinsically motivated to learn about the Asian business environment and make an active contribution to discussions. As part of the module's performance assessments, teams will prepare a written paper and an in-class debate of selected topics. Students will benefit by developing a deeper understanding of the drivers that shape the Asian business environment, as well as gain a point of reflection on Western-European business aspects.		