

COURSE DETAIL

ASIAN BUSINESS

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Hong Kong Summer, CUHK

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

124

UCEAP Course Suffix

S

UCEAP Official Title

ASIAN BUSINESS

UCEAP Transcript Title

ASIAN BUSINESS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines the technical, economic, political, and social environments of Asian countries, including the cultural and historical factors leading to these conditions as well as their government-business tie-up and management systems. Specific topics include Asia's rise in the world economy, challenges and opportunities of doing business in Asia, China's Silicon Valley, dynamism and innovation in Japan's business sector, Asian entrepreneurship and social enterprise, managing risk in Asia, and doing business in a cross cultural environment. Assessment: term paper (30%), class participation (20%), group presentation (30%), quiz (20%).

Language(s) of Instruction

English

Host Institution Course Number

MGNT4540

Host Institution Course Title

ASIAN BUSINESS

Host Institution Campus

International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

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