

# 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 Course Details****Host Institution Campus**

International Summer School

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business and Management

**Course Last Reviewed**

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