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 entrepreneurism 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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