

## Business Management in the Asian context

**ECTS : 3**

### **Description du contenu de l'enseignement :**

- Asia's economic growth and development.
  - Asian business environment
  - Business opportunities and challenges in Asia
  - Cultural nuances of doing business in Asia
- The course deals with understanding and analysing the business environment in Asia (mainly China and India) in terms of providing a suitable investment climate.

### **Compétence à acquérir :**

- To understand India in terms of an investment destination
- To learn how to identify favourable and unfavourable indicators before investing or doing business in India
- To become familiar with cultural nuances relating to doing business in India