

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

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