

MGMT444: DOING BUSINESS IN ASIA

COURSE NUMBER : MGMT 444

CREDITS : 3

PREREQUISITE : MGMT 230

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

This course aims at providing the students the bases (political, economic, legal and cultural) needed to understand the local environment of Asian markets. The students will then be able to apprehend the local business logic in this very fast growing but competitive region with better keys and codes in order to be successful.

COURSE OBJECTIVES:

After completing this course, the students should be able to:

- Understand the political, economic, legal and cultural environment of Asian markets
- Selecting entry modes according to country situation
- Understand the role of governments in the economic development of Asian countries
- Start a business in Asia

EXPECTED OUTCOMES:

Upon completion of this course, students should be able to:

1. Understand the strategic importance of this region
2. Discuss how global companies select their strategy to enter Asian countries
3. Explain who are the main players dominating the economic environment of Asian countries
4. Explain the importance of retail distribution in Asian countries
5. Identify Asian business logic
6. Understand the Asian consumer behaviour