



Course title	Business in Asia	Instructor	Determined later
		Instructor's email address	
Semester	1 X 2 X	ECTS credits	5/3
Academic year	2019/2020	Contact hours	15 <input type="checkbox"/> 30 X
Level	1-Bachelor X 2 - Master X	Language of instruction	English

Learning outcomes and competences
<p>At the end of the course the learner is expected to be able to/has:</p> <ul style="list-style-type: none"> • analyze theory and practice of business in Asia • has the basic knowledge about rules and customs in Asia • use the basic theoretical knowledge and acquire data for analyzing particular processes and social phenomena (culture, political, legal and economic) in the range of scientific domains and disciplines relevant to the field of studies. • the language ability in the range of scientific domains and disciplines relevant to the field of study at B2 level in accordance with requirements of Common European Framework of Reference for Languages. • is able to cooperate and work in a group in different roles. • is able to complete and perfect acquired knowledge and skills.

Course contents
1. Cultural orientation
2. Exploring country cultures
3. Overview of concepts and terms
4. China
5. Hong Kong
6. India
7. Japan
8. Malaysia
9. South Korea
10. Iran
11. Kazakhstan
12. The United Arab Emirates

Recommended reading
<ul style="list-style-type: none"> • Guirdham M. (2009), <i>Culture + Business in Asia</i>, New York: Palgrave Macmillan. • Morrison T. (2006), <i>Kiss, Bow, or Shake Hands: Asia – How to Do Business in 12 Asian</i>



Countries, Avon: Adams Media.

- Bhasin B.B. (2011), *Doing Business in the ASEAN Countries*, New York: Business Expert Press.
- Schweitzer S., Alexander L. (2015), *Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships*, Hoboken: Wiley and Sons.

Teaching and learning methods

Lecture with elements of conversation

Assessments methods

In-class participation

Presentation on a selected topic