

Course Descriptions Bachelor 2015-2016

Course Title Management & organisation of Asian Enterprises
 Course Code EBC2036
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2015	18-12-2015	X/E			X/E		

Level Introductory
 Coordinator Tom van Veen For more information: t.vanveen@maastrichtuniversity.nl
 Language of instruction English

Goals Understand Asian management system.
 Understand Asian way of thinking about a number of management issues.

Description This course - Management and Organisation of Asian Enterprises - will focus on the Asian enterprise and its technological and Organisational setting. In particular we will pay attention to business policy, Organisational structure and management processes. Among the issues and topics for analysis are:
 - Business Organisation and management
 - Management of technology and quality
 - International competition and cooperation
 - Foreign direct investment and technology transfer
 - Intellectual property rights
 - Role of the state and external environment

Literature The main text book for the course is:
 Hasegawa, Harukiyo and Carlos Noronha, editors(2009), Asian Business and Management: Theory, Practice and Perspectives, Pargrave Macmillan.

Prerequisites No specific required knowledge. Exchange students should have finished their first year of Bachelor study.
 an advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Papers / Groupwork

Assessment methods Final Paper / Attendance / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics Specialisation Emerging Markets	Year 3 Courses Region Asia
Bachelor International Business Specialisation Emerging Markets	Year 3 Courses Region Asia
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses