Course Descriptions None 2014-2015

Course Title	Management & organisation of Asian Enterprises
Course Code	EBC2036
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2014	19-12-2014			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

InterFaculty Minors	Minor Doing Business in Asia
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses
SBE Non Degree Courses	Minor Doing Business in Asia