

ECONOMIC AND INTERNATIONAL BUSINESS IN ASIA PACIFIC AND THE MIDDLE EAST

COURSE: CUARTO

SEMESTER: PRIMERO

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [DR. XAVIER ORTELLS](#)

OBJETIVES:

The objectives of the subject are to know with detail the politics, economics, social and laws of the Asiatic Continent, as well as the roll of the main regulators. The students, will be able to understand the surroundings and limitations to manage a project in the area, as well as they will acquire the abilities and competences to analyze and create the strategies to develop actions aimed to the organization objectives.

COMPETENCES:

BASICS

- **CB2** – Students will know how to apply the knowledge learned to their Jobs or vocation in a professional way and possess the skills that are usually demonstrated through elaboration and defense of arguments and problem solving within their area of study.
- **CB3** – Students will have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- **CB4** – Students will be able to transmit information, ideas, problems and solutions to a both specialized and non-specialized public.

GENERAL

- **CG1** – To observe with global vision, plan, organize and manage activities in the business scope.
- **CG3** – Develop the ability of empathize, adapt, work and lead international groups and multicultural, interdisciplinary, competitive, changing and complex. Understand and apply the concept of network.
- **CG5** – Develop a strong oral and written communication skill in English.
- **CG6** – Find and exploit new information resources and apply quantitative criteria and qualitative aspects in decision making.

TRANSVERSAL

- **CT1** – To act with a critical spirit and reflection in front all knowledge's dimensions, showing intellectual, cultural and scientific restlessness and commitment to the rigor and quality in the professional requirement.
- **CT3** – Interacting in global and international contexts to identify needs and new realities that allow transferring knowledge to a current or emerging professional area of development, with adaptability and self-direction in professional processes and in research.
- **CT7** – Be able to be the main actor of training process itself going on a personal and professional improvement and acquire an integral training that allows learning and living in a linguistic diversity context, with diverse social, cultural and economic realities.

SPECIFICS

- **CE3** – Understand the main legal implications of business activity, especially in relation to the internationalization business processes, understand and use the main legal schemes that regulate worldwide trade relations.
- **CE5** – To know the cultural, social, geopolitical and legislative context of the different world economies as an international business development base.

- **CE6** – To appreciate the changes that occur in the different international agreements context that affect the economic relations on the different countries and the activity of the international business companies.
- **CE7** – Know the role of the different international economic and financial agents and institutions and value their influence and impact on the economic growth, international trade, financial relations and business activity.
- **CE8** – Identify the economic, cultural, political, legal, demographic and technological environments that might represent opportunities and threats for the development on the international businesses activity.

LEARNING OUTCOMES:

- **R1** – It analyzes the existing cultural differences between different parties involved in an international negotiation process.
- **R2** – Efficiently solves the processes of multicultural negotiations within the international business environment.
- **R3** – It has complete critical capacity to tackle problems and debates of a current world economic situation, correctly identifying its main problems and future trends.
- **R4** – Adequately analyzes the economic reality on the geographic different world areas, the challenges that faces each one of them and adopts a reasoned positioning before them.
- **R5** – Adequately manages the strengths, weaknesses, opportunities and challenges that international businesses faces in a different functional company areas.
- **R6** – Communicate to all types of audiences (specialized or not) in a clear and precise way knowledge, methodology, ideas, problems and solutions within their field of study.
- **R7** – Acting in the habitual situations and those that are proper of the profession with commitment and responsibility.

CONTENT:

Introduction

- Geographic scope of the course
- The intercultural dimension: frameworks of analysis

1. International business in China

2. International business in Japan and Korea

3. International business in South East and Central Asia

4. International business in India

5. International business in the Middle East

EVALUATION SYSTEM:

There will be two partial exams that will have a value of 50% of the final grade. The remaining 50% will be obtained from three activities, students' attendance and active participation in class:

- **Partial Exam I:** 25% - Minimum grade to pass 5/10. Susceptible to recovery by means of a complementary examination (as long as the student has correctly developed the complete continuous evaluation).
- **Partial Exam II:** 25% - Minimum grade to pass 5/10. Susceptible to recovery by means of a complementary examination (as long as the student has correctly developed the rest of the continuous evaluation).
- **Activity I:** 15%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date. This task consists of a written delivery as well as an oral presentation and discussion in the classroom.
- **Activity II:** 15%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This task consists of a written delivery and an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

- **Activity III:** 20%. Mandatory. GROUP work. This task consist of a written and an oral delivery. Both parts (written work and oral presentation) are mandatory and each has a value of 10%. Students must deliver a written task on the stipulated date for the correct monitoring by the teacher. Each group will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation, as well as assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, does not pass one or both partial exams, s/he may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement.

Task	(%)	Details
Activity I	15%	Mandatory for continuous evaluation. Deadline: March 19, 24:59h Upload in Moodle Class debate: March 21
Activity II	15%	Mandatory for continuous evaluation. Deadline: April 16, 24:59h Upload in Moodle Class debate: April 18
Final Project (groups of 2 students)	20%	Mandatory for continuous evaluation. Deadline: May 21 Upload in Moodle (both parts). Written assignment 10% Presentations 10% (May 23 and 25)

Partial exam I	25%	Exam organized in 2 parts: 1) Theoretical Questions 2) Case study analysis
Partial exam II	25%	Exam organized in 2 parts: 1) Theoretical Questions 2) Case study analysis
Complimentary exam 1	25%	01/05/30
Complimentary exam 2	25%	June 6

Partial Exams are susceptible of recovery by a complementary examination in the complementary period, as long as the student has correctly developed the rest of the continuous evaluation (delivery of all the 3 mandatory activities).

Activity 1: students must select one company doing business in China (of those not analyzed in class) and assess its experience.

Activity 2: students must choose one country (not China) and research and review the instruments of European governments to stimulate and assist trade in this country (not China).

Activity 3: students should choose, analyze and assess one area/sector/market with potential for international business in any of the countries/regions examined in the course.

METHODOLOGY:

This is a classroom subject that combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, in addition to performing group training activities to complement and put into practice the knowledge acquired. In addition, students should carry

out individual activities during their personal work hours (activities I and II; other classroom activities).

On the other hand, during the hours of personal work, the students will make a final work of the subject (activity III) that they will have to exhibit at the end of the academic period. For this, the students will have tutoring hours with the teacher in order to supervise and guide the development of the project.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired. This personal work will consist of a review of the theoretical aspects treated in class and to complement them with the basic bibliography.

BIBLIOGRAPHY:

The students are able to find the following books at ESERP's online library grouped under heading "International Business in Asia Pacific and Middle East":

- [Available at ESERP's library] - Buckley, P.J. (2010). *Foreign Direct Investment, China and the World Economy*. Palgrave MacMillan
- [Available at ESERP's library] - Boos, E. Boos C. and Sieren, F. (2003). *The China Management Handbook. A Comprehensive Question and Answer Guide to the World's Most Important Emerging Market*. Palgrave Macmillan
- [Available at ESERP's library] - Backman, M. and Butler, C. (2002). *Big in Asia. 25 Strategies for Business Success*. Palgrave Macmillan
- [Available at ESERP's library] - Crabble, M. (2014). *Myth-Busting China's Numbers*, Palgrave Macmillan
- [Available at ESERP's library] - Nassimbeni, G. and Sartor, M. (2006). *Sourcing in China. Strategies, Methods and Experiences*. Palgrave Macmillan.
- [Available at ESERP's library] - Soler, F. (2010). *Doing business safely in China*. LID Publishing.