

ECONOMIC AND INTERNATIONAL BUSINESS IN ASIA PACIFIC AND THE MIDDLE EAST

CURSO: CUARTO

SEMESTRE: SEGUNDO

TIPO ASIGNATURA: OPTIONAL

CRÉDITOS ECTS: 6

IDIOMA: ENGLISH

PROFESOR: [XAVIER ORTELLS](#)

OBJETIVES:

The objective of the course is that students understand and master the modern history, political and economic system, social and legal environment of countries in the Asia Pacific and Middle East, as well as the role of the main regulators. Students will be able to understand the environment and limitations in order to manage projects in the area, and they will acquire the abilities and competences to analyze and generate the strategies to develop actions aimed to the objectives.

COMPETENCES:

GENERAL:

G1 – To observe with global vision, plan, organize and manage activities in the business scope.

G3 – To 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.

G5 - To develop a strong oral and written communication skill in English.

G6 – To find and exploit new information resources and apply quantitative criteria and qualitative aspects in decision making.

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

TRANSVERSAL:

T1 – 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.

T3 – To interact 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.

T7 – To 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:

E3 – To 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.

E5 – To know the cultural, social, geopolitical and legislative context of the different world economies as an international business development base.

E6 – 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.

E7 – To 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.

E8 – To 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. The student analyzes the existing cultural differences between different parties involved in an international negotiation process.

R2. The student efficiently solves the processes of multicultural negotiations within the international business environment.

R3. The student has complete critical capacity to tackle problems and debates of a current world economic situation, correctly identifying its main problems and future trends.

R4. The student 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. The student adequately manages the strengths, weaknesses, opportunities and challenges that international businesses faces in a different functional company areas.

R6. The student communicates 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. The student acts in the habitual situations and these that are proper of the profession with commitment and responsibility.

SYLLABUS:

Topic 0: market assessment and cultural interaction

0.1 Review of frameworks of market analysis and assessment: pestle, cage, swot

0.2 Frameworks of analysis of intercultural dimension: Maslow, High-low context, Lewis model, cultural iceberg

0.3 China's cultural background, Confucianism, mianzi.

Topic 1: China (East Asia)

Modern history and politics of the P.R. of China

Institutional context: gov't, legal

Inbound: strategies to enter the Chinese market; outbound

Unit 2: International business in South Asia

Modern history and politics of India
Economy of India
International business in India and Bangladesh

Unit 3: International business in the Middle East

Modern history and politics of the Middle East
Economic and political system of the UAE
International business in the UAE

EVALUATION SYSTEM:

1- Portfolio, 20% of the final mark

- 8 brief tasks to be conducted weekly during the course
- 2 frameworks, to be handed at any time during the course
- it is mandatory to complete a minimum of 80% of the portfolio for it to be taken into consideration for the mark

2 - Research task, 30 % of the final mark

- An outline presenting the case, preliminary sources, etc., which the instructor will review and approve
- a written report 20 %
- 10 % oral presentation

3- Exam, 40% of the final mark

- practical cases
- assessment of real companies in Asia Pacific
- assessment of fictional cases of cultural interaction
- creation of outlines for presentations - creation or correction of CAGE frameworks - etc.

4- Class participation 10%

- the teacher will encourage and welcome the active participation of students in class, their questions and doubts, and their personal and expert input in issues under discussion.

*** PLEASE NOTE ***

- In the event that a student, having completed the continuous evaluation (80% of the portfolio + Research task), does not pass the exam, s/he may retake it in a complementary exam.
- Activities handed in beyond the deadline, or not uploaded in Campus, will not be accepted.
- Activities cannot be recovered.

Activity	Evaluation	Competences and RA	Conditions	Number of hours
Portfolio	20,00%	G1, G5, G6 CB3, CB4 T1, T7 E3, E5, E8 R1, R3, R4, R5, R7	Mandatory. Individual work. The student must deliver it on the stipulated date.	20 hours
Research task	30,00%	G2, G3, G5, G6 CB2, CB3, CB4 T1, T3, T7 E3, E5, E6, E8 R1, R2, R3, R4, R5, R6	Mandatory. Optional: individual or in pairs. This task consist of a written report (25%) and an oral delivery (15%)	15 hours
Exam	40,00%	CB2, CB3 T1 E3, E5, E7, E8 R1, R2, R4, R6	Minimum grade to pass: 4/10.	20 hours
Class participation	10,00 %			
CLASS HOURS				56 hours

TOTAL HOURS	111 hours
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METHODOLOGY:

The course combines theoretical knowledge and its implementation. In the sessions, the instructor will expose the contents of the program through different methodologies, and lead 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 (portfolio; activity; other classroom activities).

It is indispensable for students to dedicate some hours each week to personal work on the subject in order to consolidate the acquired knowledge and prepare exams and activities. This task will require students to review class notes and complement them with readings suggested by the instructor.

BASIC BIBLIOGRAPHY

(Available at Eserp's online library)

BUCKLEY, Peter J. (2010), *Foreign Direct Investment, China and the World Economy*, Palgrave MacMillan.

BOOS, E., Boos C. and Frank Sieren (2003) *The China Management Handbook. A Comprehensive Question and Answer Guide to the World's Most Important Emerging Market*. Palgrave Macmillan .

BACKMAN, Michael, and BUTLER, Charlotte (2002), *Big in Asia. 25 Strategies for Business Success*. Palgrave Macmillan.

CRABBLE, Matthew (2014), *Myth-Busting China's Numbers*, Palgrave Macmillan.

NASSIMBENI, Guido, and Marco Sartor (2006), *Sourcing in China. Strategies, Methods and Experiences*, Palgrave Macmillan.



SOLER GARRIGUES, Francisco (2010), *Doing business safely*