

Valid from 2025.FS

<b>Module description: Doing Business in Asia Pacific</b>			
<b>Module Code</b>	w.BA.XX.2DBusAP.XX		
<b>ECTS Credits</b>	3		
<b>Language of Instruction/Examination</b>	English		
<b>Module Description</b>	Developments with relevance for business in Asia are increasingly in the news. Starting from the rise and innovation power of Asia, this module provides an overview of China and ASEAN countries. The aim is to gain an insight into the economy and digital transformation in the focus region to enable future managers to make informed and appropriate decisions in their pursuit of business opportunities. Cases and business examples will support students in visualizing and transferring the content of this module. Students will further deepen their knowledge by engaging in a critical discourse on a country-specific topic. The module concludes with a summary and outlook.		
<b>Organizational Unit</b>	AIB Leitung		
<b>Module Coordinator</b>	Patricia Enzmann		
<b>Deputy Module Coordinator</b>	Max Weber		
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>• Business Administration - Specialization in Banking and Finance</li> <li>• Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>• Business Administration - Specialization in Behavioral Design</li> <li>• Business Administration - Specialization in Economics and Politics</li> <li>• Business Administration - Specialization in General Management</li> <li>• Business Administration - Specialization in General Management (Flex)</li> <li>• Business Administration - Specialization in Marketing</li> <li>• Business Administration - Specialization in Risk and Insurance</li> <li>• International Management</li> </ul>		
<b>Legal Framework</b>	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
<b>Module Category</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Module Type</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase</b> Main Study Period</td> </tr> </table>	<b>Module Type</b> Compulsory Elective	<b>Program Phase</b> Main Study Period
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<b>Prerequisite Knowledge</b>	Principles of international business		
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>		

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<b>Contribution to Program Learning Objectives</b>	<b>Professional Competence</b> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <b>Methodological Competence</b> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <b>Social Competence</b> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <b>Self-Competence</b> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>																														
<b>Module Learning Objectives</b>	Students... <ul style="list-style-type: none"> <li>are able to identify and evaluate current trends and opportunities in Asia.</li> <li>gain key information in the focus region based on the economic, market, and cultural environment.</li> <li>understand and explain the acquired knowledge, in particular its relevance to doing business in the region.</li> <li>apply relevant skills to manage a business situation in the focus region.</li> <li>engage in critical reflection and apply coherent logic to their line of argument.</li> <li>are able to complete a group assignment successfully over the course of the semester.</li> <li>can demonstrate the ability to make an active contribution while working in a team.</li> <li>gain insight into future developments and digital transformation in Asia.</li> </ul>																														
<b>Module Content</b>	<ul style="list-style-type: none"> <li>The rise and innovation power of Asia</li> <li>Economy, market, and digital transformation in China and ASEAN</li> <li>Case studies and examples</li> <li>Critical reflection</li> <li>Summary and outlook</li> </ul>																														
<b>Links to other modules</b>	This module is linked to the following modules: <ul style="list-style-type: none"> <li>w.BA.XX.1DBusEE-IM.XX</li> </ul>																														
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>Teaching Videos</li> <li>Case Studies (with Key)</li> </ul>																														
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Case Studies</li> </ul>	Social Settings Used: <ul style="list-style-type: none"> <li>Individual Work</li> <li>Group Work</li> </ul>																													
<b>Type of Instruction</b>	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>28 h</td> <td>32 h</td> <td></td> </tr> <tr> <td>Small Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>28 h</b></td> <td><b>32 h</b></td> <td><b>30 h</b></td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	32 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		<b>Total</b>	<b>28 h</b>	<b>32 h</b>	<b>30 h</b>
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<b>Performance Assessment</b>	<b>End-of-module exam</b>		<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
	-				
	<b>Permitted Resources</b>				
	<b>Others</b>	<b>Assessment</b>	<b>Format</b>	<b>Length (min.)</b>	<b>Weighting</b>
Presentation	Grade	Gruppenarbeit	15	40.00	
Paper	Grade	Einzelarbeit	0	60.00	
<b>Classroom Attendance Requirement</b>	Other Active participation in the group presentation				
<b>Compulsory Reading</b>	<ul style="list-style-type: none"> <li>Goto, K., Endo, T., &amp; Ito, A. (Eds.). (2020). The Asian Economy: Contemporary Issues and Challenges (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429261169">https://doi.org/10.4324/9780429261169</a></li> </ul>				
<b>Recommended Reading</b>					
<b>Comments</b>	Students are expected to be intrinsically motivated to learn about the Asian business environment and make an active contribution to discussions. As part of the module's performance assessments, teams will prepare a presentation in which they critically reflect on selected topics. The second assessment is an individual paper. Students will benefit by developing a deeper understanding of the drivers that shape the digital Asian business environment and of key issues for Western-European companies doing business in Asia.				