

Faculty of Arts and Letters



ASI2305

New economic and trading strategies of Asian societies

[30h] 4 credits

Language: French
Level: Second cycle

Aims

Summarize the recent evolution of economic policies of Asian countries; study of the links between these policies and strategies of institutions, business partners and interest groups.

Study of the specificity of interaction between institutional, macro-economic, monetary and business levels.

Main themes

The course analyses the interface between economic policies and business strategies for various groups of Asian countries. For example Japan, NPI (Korea, Taiwan, Hong Kong, Singapore), ASEAN countries, China, India, Pakistan, Central Asia. Recent literature will be reviewed about global structural changes in Asian economies, in the role they play in the world economy, in a comparative analysis of USA, Europe and South experiences.

Content and teaching methods

The course starts with a presentation of the global Asian business context, followed by adaptation to Asia of major strategic management concepts. Introductory sessions are held on:

- importance of Asian markets and cross-cultural issues in the human resource management of joint West-Asia investment projects
- adaptation of major strategic management concepts to the Asian business environment.

Guest speakers are invited to tackle practical issues of business experience in various Asian environments.

During the second part of the course, student sub-groups conduct their own research on subjects mutually agreed with faculty. Faculty tutoring is offered. During the concluding session, students make a verbal presentation and submit a written paper.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite : notions of management and strategy.

Evaluation : on the basis of research papers prepared by groups.

Support : "Asian Management Systems" by MIN-CHEN, Thomson, 1995-2000.

Programmes in which this activity is taught

HORI2 Licence en langues et littératures orientales (philologie et histoire orientales)
HORI2M1 Master en langues et littératures anciennes, orientation "orientales"

Other credits in programs

HORI21	Première licence en langues et littératures orientales (philologie(4 credits) et histoire orientales)	
HORI22	Deuxième licence en langues et littératures orientales (philologie et histoire orientales)	(4 credits)
HORI2M1	Master en langues et littératures anciennes, orientation "orientales"	(4 credits)
INGE23/PM	Troisième Ingénieur de gestion (Création d'entreprise)	Mandatory