

KURSBESCHREIBUNG / COURSE DESCRIPTION

KURSTITEL <i>Course title</i>	Business and Society in China & Emerging Asia
KURS-ID <i>Course number</i>	336
Kursverantwortlicher <i>Person in charge</i>	AWP- und Sprachenzentrum <i>Language Centre</i>
Art der Lehrveranstaltung <i>Type of course</i>	Allgemeinwissenschaftliches Wahlpflichtfach <i>Elective</i>
Studiengang <i>Course of studies</i>	alle, außer B.A. BW mit Wahlmodul „A-22 Internat. Wirtschaftspolitik“ all, except B.A. BA with module "A-22 Internat. economic policy"
Niveau <i>Course Level</i>	Grundkurs <i>Undergraduate</i>
Voraussetzungen <i>Prerequisites</i>	Lernbereitschaft und Neugier über den fachlichen Tellerrand zu blicken <i>Curiosity to think beyond and willingness to learn new things</i>
SWS <i>Lessons per week</i>	2
ECTS <i>ECTS (Credits)</i>	2
Art der Prüfung <i>Course assessment</i>	<i>Group works – Written Assignment (50%) & Final Presentation (50%)</i>
Unterrichtssprache <i>Course language</i>	<i>English at DEG</i>
Dozent <i>Lecturer</i>	Prof. Dr. Wei Manske-Wang 王薇 Originally from Shanghai, holds a Bachelor's degree in Germanistik from China and pursued Business Administration in both Diplom and Master programs with Honors, attaining a PhD in Economics in Germany. With 14 years at a Bavarian "hidden champion," she led internationalization projects in Marketing, Sales, Strategy, and R&D. Since September 2020, Wei is a Professor at MCI DIE UNTERNEHMERISCHE HOCHSCHULE® in Innsbruck, focusing on intercultural understanding. Her global experience emphasizes the interconnectedness of the economy and the crucial role of trust in international business. In May 2021, she initiated the CHINA CENTER at MCI, acting as a bridge between Europe and China. Since September 2023, Wei serves as Secretary General of the AUSTRIAN HONG KONG SOCIETY (AHKS), actively promoting economic relations between Austria and Hong Kong/Greater Bay Area in China.
Kursziele <i>Course objectives</i>	<ul style="list-style-type: none"> ▪ Awareness of foreign cultures and understanding their causes ▪ Think out of the box and establish global horizons ▪ Preparing for the challenges of future professional life in a global environment

	<ul style="list-style-type: none"> ▪ Doing business in China/Asia successfully requires a holistic view on China/Asia and a thorough understanding how business is done there! This course aims at providing students with the necessary knowledge about contextual determinants of business practice (culture, politics, economy, society, history) and introduces exemplary reference cases.
<p>Kursinhalte <i>Course contents</i></p>	<ul style="list-style-type: none"> ▪ The historical roots of China: What are structural legacies of the past? How do Chinese perceptions of history influence the present society? ▪ The institutional setting of the Chinese economy: What are the main actors in the Chinese economy (state-owned enterprises, private-owned businesses)? ▪ The political system and its ramifications in the domain of economic policy and business: What is the role of the Communist Party? What are the principal decision makers on different levels of government? How does this affect central aspects of business environment such as corporate governance? ▪ What is behind Chinese long-term strategy "Belt and road initiative"? ▪ Culture and societal values: China represents an amazing mix of global metropolitan life and a resurgence of tradition, deeply enmeshed in her high-speed urbanization process that continue shaping the country in the last decades. ▪ What do you know about Chinese philosophies in the past? What do you know about Chinese values today? What are implications for business, such as regarding consumer demand of young generation? ▪ Behavioural aspects of business practice: The Chinese are famous for networking. We look at the 'Chinese way' in establishing social relations in the business domain. Further, we explore Chinese organizational behaviour in companies. ▪ What are 'mega-trends' of the future affecting the outlook for Chinese business? We touch on issues such as demographic change, looming environmental crises, digitalization and the question of political stability. ▪ Institutions and strategic arrangements in Asia: ASEAN, APEC, BRICS, BRI, RCEP etc. ▪ More countries in Asia: Japan, India, Vietnam, Indonesia etc. ▪ Is an Asian Century dawning?
<p>Lehrmethoden <i>Teaching methods</i></p>	<p>Vorlesung, Presse Überwachung, Fallstudien, Diskussionen, Gruppenarbeit, Fragestunde <i>Lecture, Press Monitoring, Case Studies, Discussions, Group Work, Q&A</i></p>
<p>Lehrbuch <i>Textbook</i></p>	<p>Hofstede, G.; Hofstede G.J. (2009): Lokales Denken, globales Handeln: Interkulturelle Zusammenarbeit und globales Management. 4. Auflage. München: Deutscher Taschenbuch Verlag Thomas, A.; Kammhuber S.; Schroll-Machl, S. (Hg.) (2007): Handbuch Interkulturelle Kommunikation und Kooperation Band</p>

	2: Länder, Kulturen und interkulturelle Berufstätigkeit. 2. Auflage. Göttingen: Vandenhoeck & Ruprecht
Empfohlene Literatur <i>Recommended reading</i>	Aktuelles Geschehen: Presse, Zeitschriften, Studien <i>Up-to-date information: press, magazines, studies</i>
Besonderes <i>Specifics</i>	Blockveranstaltung inkl. Samstag <i>Block course incl. Saturday</i>
Kurs gehört zum Zusatzzertifikat ... <i>Course is part of the additional certificate</i>	Nicht relevant. <i>Not relevant.</i>