

Module Handbook

TUK MODHB Homepage

Course WIW-SIC-MIFEAll-K-7

Management in Far East Asia II (2K, 3.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
2	K		3.0 CP	30 h 60 h
(2K)			3.0 CP	30 h 60 h

Basedata

SWS	2K
CP, Effort	3.0 CP = 90 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[EN] English
Lecturers	Müller-Seitz, Gordon, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-SIC] Strategy, Innovation, and Cooperation
Lifecycle-State	[NORM] Active

Notice

Zusatzleistung für Entrepreneurship Vertiefer

Contents

- Cultural characteristics of the region
- Different management systems and their implementation
- Backgrounds of the societal context

Literature

- Kissinger, H. 2011. On China. Penguin Press, New York.
- Hayashi, S. 1991. Culture and Management in Japan, University of Tokyo Press.
- Johnson, C. et al. 1989. Politics and Productivity, How Japan's Development Strategy works. Harper Business.
- Hofstede, G. et al. 2002. Exploring Culture. Intercultural Press, Yarmouth Maine, USA.
- Müller, S., Gelbrich, K., 2004. Interkulturelles Marketing. Franz Vahlen, München.

Registration

KIS

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-SIC-MIFEAll-K-7]

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