

Doing business with and in Asia

The Carlos III International School and the INDEM (Instituto para el Desarrollo Empresarial) present the following program.

Short presentation:

The actual globalization environment is characterized by the increasing presence of Asia in Europe and of Europe in Asia. Therefore it is vital for our business sector to know the fundamental criteria that govern the models of Asian entrepreneurial management along with economic, political and international relations of the major countries and regions in Asia. We should not ignore their business protocols nor cultures, keys in the Asian entrepreneurial communication.

This is the structuring idea of the course *Doing business with and in Asia*, unique in its practical focus and in the level of professional specialization of the lecturers. The course is aimed to business professionals who want to have a glimpse of the foreign world and to Masters Students and Undergraduate Students in their last year, who want to reinforce their international profile.

Target Public:

- Business Professionals
- Masters Students
- Undergraduate Students in their last year of study

Duration:

20 hours (4 hours per week * 4 weeks + 4 hours field activity)

Calendar:

During the second semester, Friday mornings 24/2, 3/3, 10/3, 17/3
Thursday 9/3 visit to an Asian Company.

Acknowledgment

- Certificate
- Humanity Credit

Principal Countries and regions analyzed

- Eastern Asia: China, Japan y Korea
- India
- South East Asia

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		24-feb	3-mar	9-mar	10-mar	17-mar
9:30-11:30	Socio-economics context	Opening Doing business from Spain. Correspondent The Economist, FT	Urban and Economic planning in China: London School of Economics (LSE)		Sociology of work and industry in China: Ana Wang (Dir. Asia-Pacific Banco Santander)	Alliances in South East-Asia after Trump: Instituto Elcano
11:50-13:50	Managing Asian companies	Past and present of Asian Firms Management Models: Prof. José R. Gutierrez/T. Zumárraga	Economic and Technological exchanges Japan-Spain: D. Julio Díaz Terán and Mr. Aki Dambara		Case Studies Business practices of Indian Cies: Casa de la India Business practices of Japanese Cies: Sachokai	Corporate structures in Korea: Prof. Hyungjin Cho (UC3M) Closure
				Visit to an Asian Manufacturing Firm		

London School of Economics (LSE): Prof. Athar Hussain, Director of the Asian Research Centre
 Instituto Elcano: Prof. Mario Esteban