

Peter ZEITZ
NUS Business School
BSP2005 Asian Business Environments Course Outline
Semester 2, 2017/2018

Module Code	BSP2005
Module Title	Asian Business Environments
Semester	Semester 2, 2017/2018
Course Objective	Introduce undergraduate students to economic, political, and cultural aspects of business in Asia from the perspective of the multinational enterprise.
Description	This module builds an understanding of business environments and multinational strategy in Asia. The first half of the course examines relationships between macroeconomic fundamentals, politics, culture, and institutions in Asian countries and regions. The second half of the course examines the relationship between national environments and strategy decisions within multinationals.
Instructor	Peter Zeitz
Assessment	Tutorial Participation (20%) Research Report (40%) Final Exam (40%)
Workload	2-1-0-2-5