Lecture Content:

With his many years of experience as the Head of the Asian Business of BMW, Mr. Paysen enables participants in this lecture to gain meaningful insights into the topic “Doing Business in Asia”. Based on his wealth of experience he will present the strategic and cultural challenges and issues which a new entrant will face in Asia. The aim of the lecture is to highlight the different styles of “Doing Business” in different countries, what it means to expand business to a new and different (emerging) country and to identify which key success factors are important. This lecture is an opportunity for students to learn from the experiences of a successful practitioner and to gain meaningful insights into the topic of International Management.

Schedule:
The lecture will take place in a sequence of 4 blocked lectures (2 - 6 p.m.) during the semester:

25.10.2017   08.11.2017   15.11.2017   29.11.2017

The lecture is worth 4 credit points. Class participation and a written project are required to pass the class.

Prerequisite for Participation:
Participation is allowed only for Masterstudents who did NOT visit the Regensburg lecture “International Management” (Business Bachelor Degree, Phase 2) in WS 2009/10 or earlier. If you visited the lecture “International Management” in WS 2010/11 or later, you are allowed to participate in this class.

Grading of the lecture:
The grade is composed as follows:
Class participation: 50%
Project/ written paper: 50%

Registration:
For registration please send an email to anju.yu@ur.de (GRIPS registration not sufficient). Deadline for registration is Wednesday the 18th of October 2017. Notification of Acceptance will also be via email.

Your registration email should contain the following information:
• Name
• Student ID number (Matrikelnummer)
• Degree program
• Major field of studies
• Number of semester
• Permanent email address

The lecture is limited to a maximum of 30 participants and a “First-Come-First-Serve-” rule will be used for allocation. The lecture can be imported as part of the elective courses (Wahlmodul).