

Elective 1

Doing Business in Asia

LOCATION | Malaysia and Thailand

DATES | February 26-March 2, 2018



Overview

The objective of this experiential elective week in South East Asia is to increase participants' awareness of one of the fastest growing, most dynamic regions in the world and to provide them with firsthand knowledge of various industries and countries. The region is crucial for businesses, not only because it is a significant trading partner to China and Europe, but also because it has a number of emerging markets, including Malaysia, Thailand, Indonesia and Vietnam.

In 2018, the Doing Business in Asia elective will take place in two locations, Malaysia and Thailand, and will be led by CEIBS Economics Professor Bala Ramasamy.

Classroom sessions will be held by Professor Ramasamy and local faculty members and will focus on the economic development of Malaysia and Thailand, effective strategies for doing business in emerging markets, economic integration and ASEAN Economic Community. Visits to government agencies and local and foreign companies operating in these countries will support the content covered in class. Social activities and cultural events will also form part of this in-depth analysis of South East Asia.

During the post-residential period, participants will be required to write two 1000-word essays, one as individuals and one as a group. Participants will be notified of the topics for the essays during the module.

Introduction

As it was mentioned before, the region is crucial for businesses, not only because it is a significant trading partner to China and Europe, but also because it has a number of emerging markets, including Malaysia, Thailand, Indonesia and Vietnam.

An important feature of this region is the strong role played by governments in the design and implementation of policies that create a conducive business environment. Furthermore, regional economic integration plays a key role in its international relations.

The Countries

In 2018, the Southeast Asian overseas elective will take participants to Malaysia and Thailand. These two countries are the founding members of the Association of South East Asian Nations (ASEAN). The ASEAN region is home to more than 600 million people and is considered the brightest spark in Asia after China and India.

Learning Outcomes

- Learn about the differentiation between economies and examine the basic reasons why some countries are rich and some are poor.
- Analyze the importance of international trade and investment in economic development.
- Explore the policies that encourage trade and investment, including regional economic integration
- Discover the challenges faced by emerging markets in South East Asia.
- Discuss about the opportunities and challenges faced by MNCs in South East Asia.

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