

Elective 1

Doing Business in Asia

LOCATION | Singapore and Jakarta

DATES | February 25 – March 1, 2019



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 home to China and its key trading partners, but also because it has the highest number of emerging markets, which are located in both the northeast and southeast of the region.

The Doing Business in Asia elective will take place in two locations, Singapore and Jakarta, and will be led by CEIBS Economics Professor Bala Ramasamy.

Classroom sessions will be held by local faculty members and will focus on the economic development of Singapore, the effective strategies in emerging markets, lectures on economic integration and ASEAN Economic Community. Speakers from the business world and visits to leading companies in the region 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 home to China and its key trading partners, but also because it has the highest number of emerging markets, which are located in both the northeast and southeast of the region. 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 2019, the East Asian overseas elective will take participants to South East Asia, where they will visit the largest economy (Indonesia) and the richest economy (Singapore). 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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