

# [CEIBS] Elective

## Doing Business in Asia



### Overview

The Elective Module will take participants to Malaysia (“*Truly Asia*”) and Vietnam (the latest “*Economic Tiger*” in Asia). While Malaysia experienced its economic take-off in the 1980s, Vietnam has experienced robust growth since the 2000s. Both countries are important 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.

This Elective Module is designed to share with students one of the fastest and dynamic regions in the world. The area is not only important for businesses because of its proximity to China but also because the region has a number of mid-sized countries that count among the most robust emerging markets, including Thailand, Malaysia, Indonesia, the Philippines and Vietnam. An important feature of this region is the important role of the government in designing and implementing policies that create a conducive business environment, which has attracted a great deal of Foreign Direct Investment (including from China).

## Content

The Elective will be led by CEIBS Economics Professor, [Dr. Bala Ramasamy](#). Participants will be required to write two essays, of about 1000 words each. Groups will choose the essay that will be a group effort, and the essay that will be handled individually. Participants are required to hand in both essays within a month after the module.

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 Southeast Asia.

## Learning Outcomes

In this module you will learn:

- Why some countries are rich and some poor
- The importance of international trade and investment in economic development
- Policies that encourage trade and investment including regional economic integration
- Challenges faced by emerging markets in Southeast Asia
- Opportunities available in emerging markets in Southeast Asia