

<i>Title and Code of Course:</i> East Asian Business Culture (ERP-BAA 9652)			
<i>Instructor's Name:</i> Dávid Horváth			
<i>Instructor's Email Address:</i> horvath.david@kre.hu			
Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar ☒ Lecture ☐	Method of Evaluation: Oral Examination ☐ In-Class Presentation ☒ Other ☐
Course Description: The course explores the business cultures of Japan, China, and South Korea. In the theoretical module, we will look at the management styles characteristic of the region, the fundamentals of negotiation techniques and the ideological and social background shaping business practices. In the latter half of the semester, students prepare and deliver a presentation on a topic related to the course content, followed by a group discussion and collective evaluation.			
Bibliography: <i>Chandan Maheshkar, Vinod Sharma (Eds.), 2023, Handbook of Research on Cross-culture Business and Management, Vernon Press</i> <i>Kwok Leung, Steven White, 2004, Handbook of Asian Management, Springer Science & Business Media</i> <i>James C. Abegglen, 2006, 21st Century Japanese Management: New Systems, Lasting Values, Palgrave Macmillan</i>			