

Veranstalter.....	Annette Deutschendorf
Thema.....	Emerging Markets: China and India
Art der Veranstaltung.....	Wirtschaftsenglisch C [ENG 16] (= WE IV für Studierende nach alter Studienordnung)
Veranstaltungsnummer.....	53-642
Zeit.....	2st., Fr 10-12
Raum.....	Phil 701
Beginn.....	08.04.2011



China and India are so-called emerging markets – countries that are undergoing a process of political and economic transformation on the way to becoming industrialized economies.

These are some of the topics we are going to work on:

- Country portraits with a focus on business-related topics
- Multinationals marketing their products in China and India
- Providing the poor with goods and services
- Chinese and Indian companies as players on world markets
- Intercultural differences

Each participant is required to give an introductory presentation on an aspect or a country which should form the basis for the textwork, discussion etc. following in the second part of the lesson.

Course requirements:

- You must have completed Wirtschaftsenglisch A and B (or courses I to III.2) successfully
- Presentation (graded)
- Regular attendance and active participation
- End-of-term exam

Sprechstunde während der Vorlesungszeit:	Montags, 15:30 – 16:30 Uhr
Sprechstunden während der Semesterferien:	Nach Vereinbarung per e-mail

