

## 2006 / 2007: Bachelor of International Trade

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**Identification** Course : **Asian Markets (Elective)**  
Course Coordinator : Phil Eyre  
Professors : Eyre + Fidanza  
Dates :

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**Objectives** To be able to recognize opportunities and develop ways of entering markets that are distant both in cultural and in physical terms.

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**Prerequisites** Introduction to International Management techniques (Int Business).

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**Syllabus**

Phil Eyre

- Introduction to the South-East Asian zone
- The 98 Asian crisis (video document)
- Asian success story : Australia
- Renault-Nissan case discussion and Japan
- Future developments: Taiwan: a model for Asia?
- New and future Asian trade blocs ... SAARC, ASEAN, EAC...

A FIDANZA Manager with Renault Trucks in Asian mkts

- Highlights of Asian economy and markets
- Emergence of CHINA AND INDIA
- Illustration, through the Chinese automotive sector, of the complexities and challenges of this strategic market
- Examples of success and failure cases in market entry (2 to 3 cases)
- Key recommendations for success

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**Methods of work** Read the Renault-Nissan case **before** Day 1  
Reading of articles and cases. Debate. Case discussion. Video material + discussion.  
Comparison and contrast of different countries

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**Validation** **Exam** (end of semester) : x yes  
**Duration:** 2 hours(s)

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**Bibliography** This will be provided on Day 1 of course