

Competence profile

BSc in Business, Asian Language and Culture - Asian Studies Programme (ASP)

Knowledge

The ASP graduate can, based on knowledge of society, economics and management, and international relations, support the intercultural organisational communication with partners in China and Japan.

The graduates are well-versed in both quantitative and qualitative methods and are able to evaluate them towards choosing the best suited for the task.

Building on their knowledge of micro-economic models and theories, the graduates are able to engage in fundamental micro-economic analyses and calculations within the specific context of China and Japan and thereby supporting the organisation's decision capabilities.

Based on the knowledge of how Asian societies interact internally as well as externally with regards to economy, culture and institutions, the graduate is capable of analysing and discussing various social phenomena.

The graduate is thus able to communicate, at an intermediate level, both verbally and in writing, specific and complex aspects of Japanese and Chinese culture, society and business life.

Skills

Based on his/her bachelor thesis, the ASP graduate is able to identify and analyse both research as well as business problems, within the field of international business and Chinese and Japanese cultural and societal studies.

Based on insights into financial management techniques, the graduate will furthermore be able to do the necessary calculation to support the evaluation of investments and other decisions made by, for example, chief financial officers.

Founded on different types of investment theories, the graduate has a keen knowledge regarding contemporary Asian society and the implications of entering those markets. Thus the candidates are able to identify a company's entry strategies and foreign direct investment options within emerging markets. Also, the ASP graduate is able to contextualising the organisation's situation with respect to current trends and practices in China and Japan.

Basically, the graduate will be able to assist companies that are doing business in either China or Japan with insights into employment culture and business practices in general, both from a conceptual as well as from an empirical perspective.

Competencies

The graduate is able to service a company's communications needs, both externally and internally. Based on their knowledge about marketing strategies and through analyses the graduate will be able to propose relevant marketing strategies that consider the implications for the whole supply chain.

Being able to present and discuss findings within the topics of culture, society and international business are central competencies for an ASP graduate.

The graduate is thus able to provide recommendations for further actions, founded in thorough analyses of the organisation's intercultural relationship with Asian markets.