

BSc in Business, Asian Language & Culture – Asian Studies Programme - ASP

The BSc ASP teaches you to work with international business economics in an Asian context. You will be given intercultural as well as language skills in Chinese that will enable you to navigate better in the Asian business environment.

The Asian economies and the Asian markets continue to grow. Companies are not only moving their production to Asia; they are also looking at Asian countries and companies as trading partners in other ways. ASP gives you the competences to deal with the situations and problems that a company may experience when they are doing business in countries that are so different in terms of economics and business structures, but also culture.

Economics

Understanding how markets work is very important in this context. You are introduced to basic economic theories and concepts, learn how competition works, and how companies plan and prioritise in international markets.

We will also talk about business strategy and marketing, which will give you a better understanding of international market strategies in general - and Asian market strategies in particular.

Cultural and societal understanding

Doing business in foreign regions requires more than a good understanding of business and economics. You need also to understand the culture and society of that region to be able to handle the challenges you may face.

The ASP offers courses in societal analysis and intercultural organisation. The course in societal analysis will give you an understanding of the development and nature of different parts of society and culture, in particular different economic, political, social and cultural traditions of China. The course in intercultural organisation focuses on how a company is organised and the opportunities and problems that may arise when moving onto a foreign market. The course focuses on the differences and similarities between cultures and you will learn how to improve communication between companies located in different cultures.

Language: Chinese or Japanese

Knowing how to speak the language of a specific country or region will make it easier to understand the culture. In the Asian Studies Programme you choose to study Chinese or Japanese.

The language courses teach you grammar, vocabulary, and written and spoken language. You will be working with texts about the societal, political and economic situation in China or Japan.

The preparatory year

The language is your starting point for understanding Asian culture and market structure. If you do not meet the language requirements for Chinese or Japanese you will start with a one-year preparatory language course, the so-called “year zero”. Year zero is a year of intense language courses and a course named PALCS - Presentation of Asian Languages, Culture and Society. Most ASP students start with this preparatory year.

PALCS provides a basic insight into the social, historical, political and economic situation in mainly China. The course prepares you to enter the Asian Studies Programme by enhancing your knowledge about Asia. PALCS teaches you how to select relevant information about Asia and how to present this knowledge to other people.

The language course in Chinese and Japanese is very demanding and probably very different from what you are used to. The Asian languages are very different from other languages you know. The written language consists of characters instead of letters, and the sounds of the words are very different from western languages. You will have to learn a lot in a very short time. We expect you to do a lot of homework; you have to practice to write and remember the characters, and this requires a lot of repetition. You should expect to study between 40-60 hours per week during the preparatory year.