Management in Far-East Asia

3 ECTS

Lecturer

Prof. Dr. Hans-Peter Sonnenborn

Curriculum Vitae

Prof. Dr. Hans-Peter Sonnenborn was born in Memmingen/Bavaria and spent his youth and school years in Essen. After studying Economics at the University of Cologne and Pennsylvania State University, USA, until 1973, he started his professional career at the Federation of German Industry. Besides his occupational work, he continued studying and passed his doctoral examinations with a dissertation on attitudes of business interest groups towards the stabilization policy of the government in 1979.

Prof. Dr. Hans-Peter Sonnenborn joined the automotive industry in 1980 when he continued his career as an assistant to the CEO of Audi NSU Auto Union. At Audi, he worked in various executive positions in product planning, product-management, sales and marketing. From 1985 till 1995 he worked for BMW and in 1989 took on the position of President of BMW Japan. From 1996 to 2013, Prof. Dr. H.-P. Sonnenborn lectured in International Management at the Hof-University and the Catholic University of Eichstaett/Ingolstadt.

Research specializations

- Leadership - Role and Function
- Global Management, International Marketing

Selected publications


Course description

For 500 years, the world has been dominated by the western culture. Military power and economic success put the western world into this leading position. Due to the process of globalization, other parts of the world have been catching up and the dominance of the western world is relatively shrinking. This development can easily be reflected by the rise of the countries in Far-East-Asia: Japan, Taiwan, South-Korea, China.

We can also state the cultural diversity of the region Far East Asia and Europa could not be greater. For centuries, there has been hardly any kind of reciprocal influence. The cultural area of Far East Asia is (except for few specialists) alien to us. For a long time, the western world thought that their way of doing business is the only route to economic success.

Consequently:

- The lecture deals with the different cultural foundations between the Western and Eastern world;
- The lecture provides the knowledge for Management in Western and Far-East-Cultures;
- Students will learn to see, understand and compare the different approaches in management;
- The lecture raises questions and tries to find answers concerning the future position in the globalized world for the Western-and Far-East Countries;
- Students will also discuss the question whether these countries can learn from each other for mutual benefit.

Students should be interested in the way of managing in a different part of the world and should be open and inquisitive for another world which can be understood. This assumes that the student is prepared to enter an unfamiliar world.