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| <b>Subject</b>   | <b>Asian Business Strategy</b>  |                               | <b>Semester/<br/>Credit</b>  | Fall-Winter<br>2 Credits                        |
| <b>Instructor</b>  | <b>Assoc. Prof.<br/>Somchanok<br/>Passakonjaras</b>   | <b>Subject Code</b>           | <b>Compulsory /<br/>Elective<br/>Students</b>  | Elective<br>1 <sup>st</sup> /2 <sup>nd</sup> yr |
|  |   | 17176035                      |  |   |
| <b>Scheduled<br/>Sessions Date<br/>Hakozaki 209<br/>Saturday</b> | ① Sept.30 <sup>th</sup> (13:15-14:45) ② Oct 7 <sup>th</sup> (13:15-14:45) ③ Oct 14 <sup>th</sup> (10:45-12:15)<br>④ Oct 14 <sup>th</sup> (13:15-14:45) ⑤ Oct21 <sup>th</sup> (13:15-14:45) ⑥ Oct.28 <sup>th</sup> (13:15-14:45)<br>⑦ Nov.4 <sup>th</sup> (10:45-12:15, at Kaizuka 21st Century Plaza*)<br>⑧ Nov.4 <sup>th</sup> (13:15-14:45, at Kaizuka 21st Century Plaza*)<br>⑨ Nov.11 <sup>th</sup> (13:15-14:45) ⑩ Nov.18 <sup>th</sup> (13:15-14:45) ⑪ Nov.25 <sup>th</sup> (10:45-12:15)<br>⑫ Nov.25 <sup>th</sup> (13:15-14:45) ⑬ Dec.2 <sup>nd</sup> (13:15-14:45) ⑭ Dec.9 <sup>th</sup> (10:45-12:15)<br>⑮ Dec.9 <sup>th</sup> (13:15-14:45)<br>Final Exam. : Dec. 16 <sup>th</sup> (13:15-14:45) |                               |  |   |
| <b>Prerequisite</b>  | None  | <b>Keywords</b>               | Global Competitive Landscape, Regional Competitive Landscape, Competitive Advantage of Nations, Political Economy, Culture, ASEAN Management Styles/Practices, Strategy, International Strategy, Marketing in ASEAN, Emerging Markets, Bottom of Pyramid Markets |   |
| <b>Purpose of the program</b>                                    | Aimed to broaden students' vision and perspectives in doing international business especially in ASEAN which gets increasing economic importance.   | <b>Objective of the study</b> | Understanding international and national environments of doing international business. Understanding international strategy and management especially in the ASEAN market.   |   |

**Summary of the Lecture**

1. The world competitive landscape has changed a great deal. Non-tariff barriers are on the rise while tariff barriers are used as a threatening trade weapon again. Since WTO (World Trade Organization) has not succeeded in multilateral negotiation, regional economic integration is becoming more common. Although EU (European Union), the most advanced integration, is now shaking due to BREXIT, other regional groupings in Asia are becoming more important. ASEAN and ASEAN plus 6 (or RCEP) are the focus of this course.
2. Not only global and international environments are shaping international business operations, but national environments (political-economy and socio-cultural) are also playing a very important role in designing an appropriate business model and strategy.
3. The success of international business starts on the decision of where, when, and how. And for multinational corporations, the fit of strategy and structure is very important.
4. Business model and strategy formulation is discussed in the context of emerging markets and bottom of pyramid (BOP) markets, with a focus in ASEAN.
5. Management styles and practices in ASEAN are both different and similar with Japanese management. For example, family business in ASEAN is still pervasive.

**Notes for taking the course**

1. Frequency: one or two lectures per week, total 15 sessions plus one final exam
2. Language: English

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| <b>Recommended Text Book &amp; References</b> | <p>&lt;Recommended Text Book&gt;</p> <ul style="list-style-type: none"><li>• Mike W. Peng, 2014. Global Business (International Edition, 3rd edition). Canada: South-Western Cengage Learning.</li></ul> <p>&lt;References &gt;</p> <ul style="list-style-type: none"><li>• To be determined</li></ul>                                |
| <b>Evaluation Criteria</b>                    | <ul style="list-style-type: none"><li>• Attendance, participation and contribution to the course: 30%</li><li>• Final exam: 30%</li><li>• Group project: 40%</li></ul> <p>There are two options for group project: (1) Consulting to an international strategy of a firm, and (2) Developing a global/international business plan</p> |