

Course Title	Asian Business Strategy		Semester / Credit	Fall-Winter 2
Instructor	Wang Erda	Subject Code	Compulsory / Elective	Elective
		18176026		
Class Schedule	① 10/2 ②10/9 ③10/16 ④10/23 ⑤10/30 ⑥11/6 ⑦11/13 ⑧11/20 ⑨11/27 ⑩12/4 ⑪12/11 ⑫12/18 ⑬1/8 ⑭1/22 ⑮1/29			
Pre-requisite		Key-words	One Belt and One Road; Innovation strategy; Trades, Entrepreneurship; Intellectual property; M&A; E-commerce, SOE reform	
Purpose of the Course	The course takes on a Asia business strategy perspective with a particular emphasis on China's business strategies and provides participants with important theoretical concepts and practical frameworks for China's innovation, entrepreneurship, one belt one road, state-owned-enterprise reform, merger & acquisition management strategies.		Objective of the Study	The aim of the course is to understand the formulation and implementation mechanism of strategies and policies for innovation, entrepreneurship one belt and one road, state-owned enterprise reform, merger and acquisition and IPR management in China. Furthermore, the course addresses some questions and cases, how entrepreneur and business managers can influence their company and make sure that it moves in the intended direction. To understand the key management challenges faced by internationalization companies in China.

Course Description<授業の概要>

The course starts with a brief introduction to the Asian economy, highlighting its general economic status including resource endowment, politics, trades, and overall significance to the world economy. Then, the main content of this course is to address the issues on China's business management strategy with particular emphasis on the opportunities and challenges facing both China's domestic companies and international enterprises. The specific themes to be addressed encompasses China's "opening up" and reforms, the one belt and one road initiative, Made in China 2025, merger & acquisition, and intellectual property right management, etc. The course will be formulated by integrating theoretical discussion with empirical examples such as real case studies, but with more time to be allocated to presenting empirical and case study results. In the theory part, we will present those core concepts related to the business strategic management such as strategic competitiveness, internal and external environment (SWOT) analysis, merger and acquisition strategies, international strategy and cooperative strategy, etc. Those concepts and theoretical framework are applied to address all the issues associated with China's business model and strategic management.

The concrete lecture themes include but not limited to the following:

- Introduction to Asia economy and its overall significance to the world economy.
- China's "opening up" and reform.
- Strategic management and strategic competitiveness.
- The external environment: Opportunities, threats, industry competition and competitor analysis.
- The internal organization: resources, capabilities, core competences, and competitive advantages.
- Merger and acquisition strategies.
- Cooperative strategies.
- The opportunities and challenges facing Chinese companies under globalization environment.
- The one belt and one road initiative: motivations, opportunities and challenges.
- The dynamic evolution of the China's innovation policies.
- E-commerce business development strategy in China.
- China's national intellectual property policy, strategy and its promoting plan.
- The enterprise IP management status and Practice in China.
- Impact of the environmental regulations on China's SME.

Class Organization<授業の進め方>

In this course, a combination of lectures, class discussions, exercises and case studies will be used. The class will meet 15 times with a rhythm of once a week, in which 13 times are used to teacher's lectures on the basic understanding, theories and practices in the field of business strategy. As team's case analysis and discussion, there are some cases and papers will be assigned to every team, and students will prepare for reading, understanding and discussing. Then, toward the end of the semester each team has to make a presentation on assigned or self-selected case study. The format and related requirements for the group class hour presentation will be announced and elaborated in detail prior to the middle semester time. The comments and arguments from other students are necessary and required. The cases and papers will be distributed to the participants of the course one week earlier than the scheduled lecture.

Textbook<教科書および参考図書>

①THE MANAGEMENT OF STRATEGY: COMPETITIVENESS & GLOBALIZATION: CONCEPTS AND CASES. By Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson, 12th or 13th edition, 2017. (Students are required to buy this book).

②BUSINESS STRATEGY IN ASIA A CASEBOOK. KULWANT SINGH, 4TH Edition, NITIN PANGARKAR, AND LOIZOS HERACLEOUS, 2013. ISBN -13:978-981-4424-91-2; ISBN-10:981-4424-91-9. (Optional)

③Journal articles, case studies, newspapers, and some other selected book chapters will also be used as learning materials which will be assigned and distributed in needed basis at time before and after lectures.

Grading<試験・成績評価の方法等>

Students' performance will be evaluated as follows:

- Final exam 50%
- Class participation & contribution 10%
- Case report & presentation 20%
- Individual assignment 20%