

Course Title	Asian Industry and Companies		Semester / Credit	Fall-Winter / 2 Credits
Instructor	Dr. Ei Shu		Subject Code	Compulsory / Elective
			18176039	
Class Schedule	① 9/29 ② 10/6 ③ 10/13 ④ 10/20 ⑤ 10/27 ⑥ 11/3 ⑦ 11/10 ⑧ 11/17 ⑨ 11/24 ⑩ 12/8 ⑪ 12/15 ⑫ 12/22 ⑬ 1/12 ⑭ 1/26 ⑮ 2/2			
Prerequisite	You are suggested to read one of the books listed in the reference before the course	Keywords	Innovation, Entrepreneurship, Emerging markets, cross-culture learning	
Purpose of the Course	This course is designed to provide useful frameworks to understand technology based innovation in the context of Asia and emerging markets	Objective of the Study	Understanding frameworks on organizations and competitions in the contexts of Asia and emerging markets	

Course Description
授業の概要

The purpose of this course is to offer a cross-culture comparative point of view for those who are involved in new market creation activities. The course mainly comprise of lectures and cases studies and discussions.

Class Organization
授業の進め方

1. Language: lectures and discussion are instructed in English
2. Students are expected to use theoretical frameworks as tools to analyze the cases. The value of case discussion lies in your efforts to apply analytical frameworks to the situation being analyzed.

Textbook
教科書および参考図書

- Khanna & Palepu, 2010. Winning in Emerging Markets. Harvard Business Press.

Grading
試験・成績評価の方法等

Participation (25%), Final report (50%), Presentation (25%)