

Subject	Asian Business Strategy		Semester/ Credit	Fall/Winter 2
Instructor	Weichieh Su		Subject Code	Compulsory/ Elective
			19176036	
Scheduled Sessions Dates Itoshima Campus Sat.13:00-14:30	① 9/28 ② 10/5 ③ 10/12 ④ 10/19 ⑤ 10/26 ⑥ 11/9 ⑦ 11/16 ⑧ 11/23 ⑨ 11/30 ⑩ 12/7 ⑪ 12/14 ⑫ 12/21 ⑬ 1/11 ⑭ 1/25 ⑮ 2/1			
Prerequisite		Keywords	International business, business strategy, case discussion	
Purpose of the program	The purpose of this course is to let students understand the differences of the world, and how firms can manage these differences to create competitive advantages.	Objective of the study	The objective of this study is to let students understand where the differences come from, how these differences affect business operations in global environments, and what strategies firms can use to leverage these differences.	

Course Description
授業の概要

The course is designed to educate students concerning the knowledge of international business with a focus on Asia. First, the course will discuss the characteristics of international environments of the world, and how different sociopolitical environments constrain or promote business development. Second, we will discuss how Asian companies thrive in their domestic environments and how they can conquer the global markets. Third, we will talk about how firms can market their local products globally, and how Western firms sell global product in local markets. Through various cases discussion, the course will increase students' awareness of how multinational enterprises may compete differently because of their unique capabilities. It will also expose students to understand the increasing complex sociopolitical environments in Asia

Class Organization
授業の進め方

The course will be delivered by both lecture and discussion. Students are expected to read assigned materials and finish assignment before the class. Students are also expected to actively participate in class discussion.

Textbooks and Reference
教科書および参考図書

There are no required textbooks. But students must purchase the cases from Harvard Business Publishing (<https://hbsp.harvard.edu/>).

- Case 1: Sinyi Real Estate in Taiwan (908M77-PDF-ENG)
- Case 2: Jollibee (A): International Expansion (399007-PDF-ENG)
- Case 3: Haier's U.S. Refrigerator Strategy (705475-PDF-ENG)
- Case 4: Rebranding Godiva (515059-PDF-ENG)
- Case 5: The SK-II Globalization Project (303003-PDF-ENG)

Students are encouraged to read below two recommended books in their preferred language.

- Factfulness by Hans Rosling, Ola Rosling, Anna Rosling Ronnlund (『FACTFULNESS (ファクトフルネス)』日経 BP 社)
- The Culture map by Erin Meyer (『異文化理解力』英治出版)

Grading
試験・成績評価の方法等

Attendance: 20%
Participation: 20%
Assignment: 20%
Examination: 20%
Project: 20%