

Last Update: 2026/8/17

英語による授業

Course Title (Subtitle)	Asian Industries and Companies (アジアの産業と企業)		Term	Fall-Winter
			Day/Period	Mon. I
			Credit	2
Instructor	Prof. Akiko SATO	Course Code	Required/Elective	Intended Year
		26176101	Elective	1st and 2nd
Schedule	①10/5 ② 10/19 ③10/26 ④11/5 ⑤11/9 ⑥11/16 ⑦11/26 ⑧11/30 ⑨12/2 ⑩12/7 ⑪ 12/14 ⑫12/21 ⑬1/12 ⑭ 1/18 ⑮1/25 ⑯2/1 ⑰2/8			
Prerequisite	Students MUST BE READY to jump into the English-speaking norms and circumstances, whereby they will be strongly expected to make efforts in improving and utilizing their English language skills in class and outside class. Yet, the level of students' current English proficiency will NOT be examined when registering for this course. Moreover, the instructor will provide practical help and support for students in class occasionally. Students are expected to take International Management (1st semester) before taking this course, but it is NOT required.	Keywords	Asia, Asian Business, Emerging markets, Global strategy, MNEs, MNCs, SMEs, Internationalization of firms	
Overall Goal	This course is designed to be interactive through real-world applications. Students will gain practical insights into the complexities of conducting business in Asia, preparing them for global careers.	Individual Goal	Upon completing this course, students will be able to: • Understand the unique industrial and corporate landscapes of different Asian countries. • Analyze business opportunities and challenges in each country. • Gain practical insights into conducting business in Asia. • Develop a comparative perspective of business environments across Asia.	

Course Overview	This course offers an in-depth examination of industries and companies in Asia, as well as the business environments, cultural nuances, economic systems, and regulatory frameworks prevalent across major Asian economies. Each lecture focuses on a specific country, examining key aspects such as market entry strategies, business etiquette, government policies, and emerging trends. By the end of the course, students will have acquired the knowledge necessary to navigate the complexities of conducting business successfully in the Asia region. *The course schedule and contents are subject to change. *Guest speakers might be invited occasionally, and the dates and contents of the guest speakers' sessions are subject to change. *Students who plan to take this course must attend the first class on October 6, as the instructor will explain team building, the schedule of the course, and cases for group presentations, as well as how to purchase case materials. *The instructor will provide detailed guidance for a final paper during the course. *Students are highly encouraged to participate in group presentations and group engagements for interactive learning purposes among students. *For any difficulties in participating in group work due to a full-time workload, etc., communicate with team members first.		
Access to the latest course information	▪ Kyushu University Moodle ▪ QBS Information Board (website)		
Class Styles	▪ Lecture, seminar ▪ Group work ▪ Presentation ▪ Other	Materials	▪ Electronic media ▪ Textbook, Printed material ▪ Other
Teaching and Learning Methods	Lectures, group presentations, final paper or business plan (individual) *Final paper or business plan in Asia (individual): Each student will choose an Asian company(s) or industry and conduct an in-depth analysis, OR develop a business plan in Asia, selecting one Asian country by covering: • Market position and competitive advantage • Business strategy and growth challenges • Industry trends and future outlook • Lessons and advice for global managers		
Textbook References	• “Asian Business & Management” – Harukiyo Hasegawa & Michael A. Witt • Additional case studies and journal articles might be assigned throughout the course.		
Grading Policy	• Contribution to class discussions, including Q&As in guest speaker's sessions: 30% • Group presentations: 40% (Half of the score will be given to each presentation - group presentations will be held twice for each student). • Final paper or business plan in Asia (individual): 30% *Note: Evaluation will be given to all the members in each group for group presentations equally. Therefore, team members should clearly discuss task allocations and responsibilities among themselves. *Note (Code of conduct in a class and group work): Students are strongly encouraged to maintain neutrality and equality of their political views and stances in a class and group work, according to the university regulations. If overwhelmingly political expressions or activities are observed, the instructor will report to the university, and it will be subject to appropriate handling. Students who encounter the situation should report to the instructor immediately.		