Course Title (Subtitle)	Asian Business Strategy （アジア・ビジネス戦略）	Term	Fall-Winter
		Day/Period	Sat. 3rd(4th)
		Credit	2

Instructor	Rungsithong Rapeeporn	Course Code	Required/Elective	Intended Year
		23176114	Elective	1st and 2nd

Schedule	①10/7 ②③10/14 ④10/21 ⑤⑥11/11 ⑦⑧11/18 ⑨⑩11/25 ⑪⑫12/2 ⑬12/16 ⑭12/23 ⑮1/6

Prerequisite	N/A	Keywords	Case study, Strategic thinking, Strategic initiatives

Overall Goal	●Develop basic understanding of the conceptual foundation of Asian Business Strategy ●Develop skills to apply strategic management concepts in the context of Asian market	Individual Goal	By the end of the course, students should be able to: ●Explain the core Asian Business Strategy concepts ●Understand the impacts of the internal and external environments of a firm on firm performance ●Apply analytical frameworks to define and analyze strategic problems; and to formulate and implement business strategies ●Explain the complex business opportunities and problems in an Asian market context

Course Overview	The goal of the course is to introduce students to an integrated understanding of Asian business systems and strategic management of Asian firms. This approach encourages students to learn from Asian experience and consider implications for managers and government policy makers. Upon completion of this course, students will be able to complete the following key tasks: ● Understand the historical and cultural context of Asian business and management ● Recognize implications of Asian economic and social experiences ● Identify key features of Asian management environment and practice (innovation, entrepreneurship, human resources, international business) ● Analyze the sustainability of Asian market context
Access to the latest course information	・ Kyushu University Moodle ・ QBS Information Board (website)
Class Styles	・Lecture, seminar ・Discussion ・Textbook, Printed material ・Group work ・Audio/Video ・Presentation ・Electronic media
Materials	Writing on whiteboard
Teaching and Learning Methods	The case method will be used as a primary teaching approach in the course. You are required to read all the assigned cases and reading materials prior to class meetings and actively participate in class discussion.
Textbook References	
Grading Policy	● Class Participation 20% ● Presentation (1) Ⅰ 20% ● Presentation (2) 30% ● Take-home examination 30%