

Course Title (Subtitle)	Asian Business Strategy (アジア・ビジネス戦略)		Term	Fall-Winter
			Day/Period	Sat. 3rd
			Credit	2
Instructor	Prof. Emilio III C. Macasaet	Course Code	Required/Elective	Intended Year
		25176115	Elective	1st and 2nd
Schedule	①10/4 ②10/11 ③10/18 ④10/25(online) ⑤11/1 ⑥11/8 ⑦11/15 ⑧11/22 ⑨11/29 ⑩12/6 ⑪12/13 ⑫12/20 ⑬1/10 ⑭1/24 ⑮1/31			
Prerequisite	N/A	Keywords	Strategic market entry and growth, localization and adaptation, Institutional challenges and business environment, actionable strategy development.	
Overall Goal	Equip students with the skills to analyze, enter, and scale business operations across diverse Asian markets through a capstone project rooted in real company challenges.	Individual Goal	By the end of the course, students should be able to: 1. Analyze Asian Market Dynamics: Evaluate internal/external strategic factors, customer segments, and institutional/cultural challenges to assess market opportunities and risks. Identify, segment, and evaluate attractive customer markets in Asia. 2. Design Localized Market Entry Strategies: Develop tailored entry/expansion plans, including channel selection, pricing, partnerships, and operational adaptation for Asian contexts. 3. Deliver an Actionable Strategy for a Real Company: Synthesize insights into a professional-grade go-to-market plan and present recommendations for scaling in Asia.	

Course Overview	Asian Business Strategy equips MBA students with the analytical tools and strategic mindset needed to enter and scale businesses across diverse Asian markets. Through a real-company capstone project, students will apply key frameworks to analyze internal and external market conditions, identify and segment target customer bases, formulate entry and localization strategies, and address formal and informal institutional challenges. Each session builds progressively toward the final output—a strategy playbook—integrating class discussions, live consultations, and collaborative group work. By grounding the learning in real-world company scenarios, students will not only grasp theory but also demonstrate actionable strategic thinking tailored to Asia's complex business landscape		
Access to the latest course	<ul style="list-style-type: none"> • Kyushu University Moodle • QBS Information Board (website) 		
Class Styles	<ul style="list-style-type: none"> • Lecture, seminar • Group work • Presentation • Discussion 	Materials	<ul style="list-style-type: none"> • Writing on whiteboard • Electronic media • Audio/Video
Teaching and Learning Methods	This MBA course uses an applied, participative approach that blends case-based learning, interactive class discussions, and consultative engagements where students may raise company-specific questions for the professor to address as a consultant. Students will be grouped (max of 4 groups) and each group will select a company—ideally one where a member works—as their live case for the course. This company will serve as the basis for group activities, case analyses, and a capstone presentation, demonstrating how course frameworks and insights are applied in real business contexts through breakout discussions and plenary presentations.		
Textbook References	1. Strategic Management Concepts and Cases. 17th ed. David, Fred. David, Forest. David Meredith (2023) 2. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Kim, W. Chan & Mauborgne, Renée (2015) 3. Asian Business and Management: Theory, Practice and Perspectives. Hasegawa, Harukiyo & Witt, Michael A. (Eds.) (2019)		
Grading Policy	Class Participation 20% Group Presentation (1) 20% Mid-term Examination 30% Final Group Presentation (2) 30%		