Last Update: 2026/7/27

英語による授業

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. NATENAPHA WAILERDSAK (YABUSHITA)	**Course Code**	**Required/Elective**	**Intended Year**
		26176114	Elective	1st and 2nd

Schedule	①10/3 ②10/10（※online course） ③10/17 ④10/31 ⑤11/7 ⑥11/14 ⑦11/21 ⑧11/28 ⑨12/5 ⑩12/12 ⑪12/19 ⑫1/9 ⑬1/23 ⑭⑮1/30(Periods 3 and 4)

Prerequisite	N/A	**Keywords**	Competitiveness; Catch-Up Strategy; Corporate Governance; Business Expansion; Talent Management; Social Sustainability.
Overall Goal	The course aims to develop a nuanced understanding of how business strategy operates within—and contributes to—the broader process of economic development in Asia. Students will learn to evaluate the limits of standard strategy models, to identify the institutional and managerial constraints faced by firms in middle-income economies, and to formulate context-sensitive strategies that balance competitiveness with long-term societal impact.	**Individual Goal**	By the end of the course, students should be able to: • Analyze competitiveness at the levels of individuals, firms, and nations, and understand their interdependence. • Assess the structure and behavior of firms in emerging economies: family firms, state enterprises, and MNCs. • Diagnose governance challenges, including principal–principal conflicts, ownership concentration, and rent-seeking behavior. • Evaluate strategies for firm growth and diversification. • Understand talent management and the role of leadership—including female leadership. • Formulate strategic recommendations that are both economically viable and socially sustainable in middle-income contexts.

Course Overview	This course examines how firms compete—and how nations develop—in the context of Asia's diverse and evolving economies. Moving beyond conventional strategy frameworks derived from advanced economies, the course focuses on the institutional, demographic, and structural realities of middle-income countries. Using Thailand as a primary case, alongside comparative perspectives from across Asia, students will analyze how firms operate under constraints such as incomplete institutions, concentrated ownership structures, political–business linkages, and limited managerial resources.		
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**	Powerpoint Presentation Books Case studies

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	Business Groups and the Thailand Economy: Escaping the Middle-income Trap, Routledge, 2023. https://www.taylorfrancis.com/books/oa-mono/10.4324/9781003370536/business-groups-thailand-economy-natenapha-wailerdsak
Grading Policy	・Class Participation 20% ・Presentation (1) 20% ・Presentation (2) 30% ・Take-home examination 30%