COMPETING IN EMERGING ASIA  2 credits (Spring)
アジア新興国で競争する戦略  2 単位（春学期）
Lecturer ROY, ASHOK
講師 ロイ, アショック

Course Description:
PurPOSen
GOAL: Factors to consider when building a business in an Developing Country. Five or Six students will work on a PROJECT
As part of background we will examine:
- Rapid changes to come to Japan over next five to ten years.
- Emerging Market - What is it? Opportunities & Threats
- Competition, Market Entry and Adapting Products to new markets
- Impact of Artificial Intelligence
- Impact of Trade and Geopolitical Events
- Internet of Things - How will world adapt to it?
- Cross-cultural Negotiation
- Financial Analysis

Textbooks:
No text book, but lot of articles.

Reference Books:
A few

Course Plan:
1 CHEAP YEN - WHAT DOES IT MEAN?!
- Samurai export machine - adapting to new environment
- Macro-economic implications on business & people
2 JAPAN - RAPIDLY TRANSFORMING
- Drivers of change
- Potential consequences: Opportunities & Pitfalls
3 EMERGING MARKET DEMAND - SOURCE & SIZE
- Demographic trends in various key markets
- Resources and assets of different countries
4 HYDROCARBON TO ALTERNATIVE ENERGY
- Examine Price of Oil / Solar Panels / Electric Batteries
- Examine impact on Japan, China, India and the US
5 ENTERING A NEW MARKET
- Map products and services to demand
- Focus on “high probability of success” businesses
6 IMPACT OF AI & INTERNET OF THINGS
- From AI to Devices - end of the era of App?
- Information-aware to Always-connected consumer
- Managing consumer perception
- On the path of evolution, examine US, China, India and Saudi Arabia
7 GUEST LECTURER
- CEO of one or two companies. May do it as part of a bigger event
8 GEO-POLITICS
- Trump Factor - Trade policies, Immigration, War on ISIS, Russia
- China: The Xi Country and its consumers
- Policy changes: can create opportunities and challenges
9 WHERE ARE OPPORTUNITIES FOR JAPAN
- New Technologies
- Tourism
- Impact of Olympics
10 VALUING ECONOMIC PERFORMANCE OF A BUSINESS
- Valuation Methods
- Understanding Financial Model
11 NEGOTIATIONS - WITH FOREIGNERS
- Reading people and culture
- Emotional competence and closing deals
12 ACQUISITIONS - ANOTHER WAY TO ENTER MARKET
- What to look for and what are typical mistakes made
- Examples of successes and failures
13 GROUP PRESENTATIONS (1,2,3,4)
14 GROUP PRESENTATIONS (5,6,7,8)

Other n/a

Lecturer’s Comments to Students:
ENGLISH is the language of instruction

Method of Evaluation:
Class participation  20%
In-class quiz  30%
Group-Project and presentation  50%
NO final examination

Questions/Comments:
n/a