
COMPETING IN EMERGING MARKETS AND THE EAST ASIA
2credits (Spring)

新興成長市場における競争と東アジア 2単位(春学期)

Lecturer ROY, ASHOK
講師 ロイ, アシヨック

Course Description:

PURPOSE

GOAL is to learn how to build a business in an Developing Country.

In the process, we will examine:

JAPAN - Rapid change to come over next five to ten years.

Emerging Market - What is it? Opportunities & Threats

Competition, Market Entry and Adapting Products to new markets

Impact of Social Media 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
 - Why did price of Oil collapse?
 - Examine impact on Japan, China and India
 - Solar and Wind opportunities in Developing Countries
 - 5 ENTERING A NEW MARKET
 - Map products and services to demand
 - Focus on "high probability of success" businesses
 - 6 IMPACT OF SOCIAL MEDIA & INTERNET OF THINGS
 - From 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 a large security company - will talk about impact of Industrial Internet of Things
 - The above sessions may change depending on their schedule
 - 8 GEO-POLITICS
 - Islamic Fundamentalism: Examine Turkey, Egypt, France
 - Anti-corruption Drive: Examine, China and Brazil
 - Policy changes can often create opportunities and challenges
 - Case studies: China, Islamic State
 - 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

質問は日本語でOK

Method of Evaluation:

Class participation 20%

2 In-class quiz 30%

Group-Project and presentation 50%

NO final examination

Questions/Comments:

n/a