

**Sasin Graduate Institute of Business Administration, Chulalongkorn University**

**“Global initiative in Asian Community and business administration”**

Course Duration: November 2012—January 2013

**Part I. Lectures on general situation**

- #01 “Road toward Asian Community: the vision of Asian Community, and of One Asia Foundation”  
Yoji Sato (Director, One Asia Foundation)
- #02 “Asian Community from the perspective of macro-economy: Asian Community and Asian economic integration”  
Park Jehoon (Professor, University of Incheon)
- #03 “Asian Community as a market: the importance of a regional strategy in Asia”  
Chaipong Pongpanich (Associate Prof. Sasin Graduate Institute)  
Takamasa Fujioka (Head of MBA Program, Sasin Graduate Institute)  
Piyachart Piromswad (Assistant Head of Ph.D. Program, Sasin Graduate Institute)

**Part II. Lectures on country situations: Studies on company strategy and business deployment of each country facing the prospect of Asia Community**

\*lectures for specialized classes; each class studying the situation of one particular country)

- #04 “History, society and politics of Japan/Korea/India\*  
● Class to study Japanese companies: lecturer: faculty member  
● Class to study Korean companies: lecturer: faculty member  
● Class to study Indian companies: lecturer: faculty member
- #05 “Japan/Korea/India\* and their customers from the perspective of the whole Asia”  
● Class to study Japanese companies: Lecturer: faculty member  
● Class to study Korean companies: Lecturer: faculty member  
● Class to study Indian companies: Lecturer: faculty member
- #06 “Japanese/Korean/Indian\* companies facing the prospect of Asian Community”  
● Class to study Japanese companies Lecturer: staff member of JETRO  
● Class to study Korean companies: Lecturer: staff member of embassy  
● Class to study Indian companies: Lecturer: staff member of embassy

- #07 “Strategy and business deployment of Japanese/Korean/Indian\* car manufacturers facing the prospect of future Asian Community”
- Class to study Japanese companies: Lecturer: executive of Japanese car maker
  - Class to study Korean companies: Lecturer: executive of Korean car maker
  - Class to study Indian companies: Lecturer: executive of Indian car maker
- #08 “Strategy and business deployment of Japanese/Korean/Indian\* electric appliance manufacturers facing the prospect of future Asian Community”
- Class to study Japanese companies: Lecturer: executive of Japanese electric appliance manufacturer
  - Class to study Korean companies: Lecturer: executive of Korean electric appliance manufacturer
  - Class to study Indian companies: Lecturer: executive of Indian electric appliance manufacturer
- #09 “Strategy and business deployment of Japanese/Korean/Indian\* food manufacturers facing the prospect of future Asian Community”
- Class to study Japanese companies: Lecturer: executive of Japanese food manufacturer
  - Class to study Korean companies: Lecturer: executive of Korean food manufacturer
  - Class to study Indian companies: Lecturer: executive of Indian food manufacturer
- #10 “Strategy and business deployment of Japanese/Korean/Indian\* service industry”
- Class to study Japanese companies: Lecturer: expert on Japanese service industry
  - Class to study Korean companies: Lecturer: expert on Korean service industry
  - Class to study Indian companies: Lecturer: expert on Indian service industry

**Part III. “On-the-spot study” by class**

Group study by theme ----- discussions and interviews with administration officials, business executives, academic staff and so on.

**Part IV. Debriefing session**

Content of a lecture may be changed depending on the lecturer’s schedule.