

Sasin Graduate Institute of Business Administration, Chulalongkorn University

“Global initiative in Asian Community and business administration”

Autumn Term 2011: November 2011 – January 2012

Part I Lectures on general situation

- Lecture 01 9 November “Road toward Asian Community: the vision of Asian Community, and of One Asia Foundation”
Lecturer: Yoji Sato (Director, One Asia Foundation)
- Lecture 02 16 November “Asian Community from the perspective of macro-economy: Asian Community and Asian economic integration”
Lecturer: Park Jehoon (Professor, University of Incheon)
- Lecture 03 23 November “Asian Community as a market: the importance of a regional strategy in Asia”
Lecturer: 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)

- Lecture 04 30 November “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

Lecture 05	7 December	<p>“Japan/Korea/India* and their customers from the perspective of the whole Asia”</p> <ul style="list-style-type: none"> ● Class to study Japanese companies: Lecturer: faculty member ● Class to study Korean companies: Lecturer: faculty member ● Class to study Indian companies: Lecturer: faculty member
Lecture 06	14 December	<p>“Japanese/Korean/Indian* companies facing the prospect of Asian Community”</p> <ul style="list-style-type: none"> ● 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
Lecture 07	21 December	<p>“Strategy and business deployment of Japanese/Korean/Indian* car manufacturers facing the prospect of future Asian Community”</p> <ul style="list-style-type: none"> ● 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
Lecture 08	28 December	<p>“Strategy and business deployment of Japanese/Korean/Indian* electric appliance manufacturers facing the prospect of future Asian Community”</p> <ul style="list-style-type: none"> ● 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
Lecture 09	4 January	<p>“Strategy and business deployment of Japanese/Korean/Indian* food manufacturers facing the prospect of future Asian Community”</p> <ul style="list-style-type: none"> ● 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

- Lecture 10 11 January “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

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

Part IV Debriefing session

※Date and content of a lecture may be changed depending on the lecturer’s schedule.