Asia Business Leader Program
“Doing Business in Asia (DBiA)”

Hitotsubashi University, International Corporate Strategy
Kazuhiro Saka
What is “Doing Business in Asia (DBiA)”?

DBiA is a two-week intensive course offered jointly by Guanghua School of Management of Peking University, Seoul National University Business School and the Graduate School of International Corporate Strategy, which gives an overview of doing business in China, Japan, and Korea.

- to understand the development of the three important economies’ in East Asia in the past and the future;
- to learn the different and common characteristics of management in the three countries;
- to learn common challenges that companies in the three countries are facing and how management in each of the countries is responding to those challenges;
- to learn how firms which do business in China, Japan and Korea conduct their respective marketing, branding, human resource and strategic management practices in each of the three regions; and
- to study and interact with students from a variety of backgrounds and from three top business schools in East Asia.
# Contents of DBiA (Seoul module)

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
<th>DAY 5</th>
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</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>Friday</td>
<td>Saturday</td>
<td>Sunday</td>
<td>Monday</td>
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<tr>
<td>8:00 Shuttle to SNU</td>
<td>8:00 Shuttle to SNU</td>
<td>TBA</td>
<td>8:00 Shuttle</td>
<td>SNU Campus LG 202</td>
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<td>SNU Campus LG 202</td>
<td>TBD</td>
<td>SNU Campus LG 202</td>
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### Session 1
"Subject TBD" (Prof. Cho, Dong Sung)

### Session 2
"Subject TBD" (Prof. Han, Gyoung Hae)

### Session 3
"An Analysis of Korean Entertainment Business and Cultural Program I (TBD)"

### Session 4
Organizational Culture in Korean Firms (Prof. Seongsu)

### Cultural Program III
"YG Entertainment" - Korean Wave: The "Psy" case

### Field Study 1
"Starbucks Korea" - Case Study of Starbucks in Korea, China

### Field Study 2
"Yuhan-Kimberly" - The Best Business Module for Sustainable

### Field Study 3
"YG Entertainment" - "YG Entertainment" Workshop

### Lunch

### Welcome Lunch @ Sodam Maru (on-campus)

### Introduction & Ice Breaking

### Group Project Kick-off

### SNU Campus Tour

### Group Project Work Session I

### Cultural Program I (TBD)

### Cultural Program II "Musical BIBAP"

### Cultural Program III "Musical BIBAP"

### Midterm check-in presentation: Proposal of Team Project (Prof. Cho, Theresa)

### Wrap-up

### Farewell Dinner
Thematic Outline of Seoul Module

- Korean Companies’ Strategy and Innovation
- Aging Means Business: A Korean Case
- Starbucks: Building an Icon Brand – Connecting Humanity
- An Analysis of Korean Entertainment Business and Korean Wave, Hallyu
- Organizational Culture in Korean Firms
- (Field study) Yuhan Kimberly- The Best Business Module for Sustainable Management
- YG Entertainment – Korean Wave: The “Psy” case
## Contents of DBiA (Beijing module)

<table>
<thead>
<tr>
<th>DAY 6</th>
<th>DAY 7</th>
<th>DAY 8</th>
<th>DAY 9</th>
<th>DAY 10</th>
<th>DAY 11</th>
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<tbody>
<tr>
<td>Tuesday</td>
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<td>8:15 Shuttle to PKU</td>
<td>8:15 Shuttle to PKU</td>
<td>8:15 Shuttle to PKU</td>
<td>8:00 Shuttle to Great wall</td>
<td>8:00 Shuttle to Forbidden city</td>
</tr>
<tr>
<td>Hotel-Incheon Airport</td>
<td>PKU Campus Guanghua Building</td>
<td>PKU Campus &amp; Hyundai</td>
<td>PKU Campus &amp; Starbucks</td>
<td>Great Wall &amp; Summer Palace</td>
<td>Beijing(capital) Airport</td>
</tr>
<tr>
<td>Departure for Beijing</td>
<td>Seoul(gimpo) to Beijing (capital)</td>
<td>China Southern Airlines CZ318</td>
<td>Departure: 12:30 - Arrival: 13:25</td>
<td>Duration : 1h55m</td>
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<tr>
<td>Arrival: 13:25</td>
<td>Session 1: 9:00-12:00 &quot;Managing Across Borders In East Asia, Part 1&quot; (Ma Li)</td>
<td>Session 3: 9:00-12:00 &quot;Growing old before growing rich&quot; (Yan Se)</td>
<td>Session 4: 9:00-12:00 &quot;Made in China-Challenge and opportunity&quot; (Zhai Xin)</td>
<td>Lunch</td>
<td>Field Study 1: &quot;Beijing Hyundai&quot;</td>
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<tr>
<td>Lunch</td>
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<tr>
<td>Welcome &amp; Introduction</td>
<td>Campus tour</td>
<td>Session 2: 13:30-16:30 &quot;Managing Across Borders In East Asia, Part 2&quot; (Ma Li)</td>
<td>Field Study 1: &quot;Beijing Hyundai&quot;</td>
<td>Field Study 2: Starbucks</td>
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<tr>
<td>Departure for Tokoyo</td>
<td>Beijing(capital) to Tokyo (haneda)</td>
<td>All Nippon Airways NH1256</td>
<td>Departure: 15:45 - Arrival: 20:10</td>
<td>Duration : 3h25m</td>
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<tr>
<td>Forbidden City Tour</td>
<td>Farewell Lunch</td>
<td>Great Wall and Summer Palace Tour</td>
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**Graduate School of International Corporate Strategy**

**Hitotsubashi University**
Thematic Outline of Beijing Module

- Managing Across borders in East Asia
- Growing Old before growing rich
- Made in China – challenge and opportunity
- (Field study) Hyundai factory in Beijing
- (Field study) Jingdong
## Contents of DBiA (Tokyo module)

<table>
<thead>
<tr>
<th>DAY 12</th>
<th>DAY 13</th>
<th>DAY 14</th>
<th>DAY 15</th>
<th>DAY 16</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
<td>Thursday</td>
<td>Friday</td>
</tr>
<tr>
<td>8:30 - Walk to ICS</td>
<td>8:30 - Walk to ICS</td>
<td>9:00 - Shuttle Bus</td>
<td>7:00 - Shuttle Bus</td>
<td>8:30 - Shuttle Bus</td>
</tr>
</tbody>
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**Welcome & Introduction** (Korver)

**Session 1:** Honda Way (Kobayashi)

**Lunch & Session 2:** "Venturesome Tokyo" (Korver)

**Public Transportation**

**Field Study 1-a:** "Skytree" (Korver)

**Public Transportation**

**Field Study 2:** Roppongi Hills Visit

**Public Transportation**

**Group Project Work Session**

**Free**

**Session 3: Service Management - Concepts & Frameworks (Intro to Field Study 2, 3 & 4)** (Fujikawa)

**Shuttle bus**

**Field Study 3-a:** Fast Retailing - Uniqlo Ginza Store Visit (Fujikawa)

**Shuttle bus**

**Field Study 3-b:** Fast Retailing - Dialogue with FR Executives (FR HQ, Fujikawa)

**Shuttle bus**

**Session 3:** Roppongi Hills Case Study (Kanno)

**Free**

**Field Study 4:** Starbucks Japan (Robinson)

**Shuttle bus**

**Field Study 5:** KOA Corporation (Korver)

**Shuttle bus to Nagano**

**Field Study 1-b:** "Edo Museum" (Korver)

**Group Project Presentations**

**Group Project Work Session**

**Walk to Restaurant**

**Wrap-up and Sayonara Dinner**

**Lunch (FR HQ)**

**Lunch (KOA Corp.)**

**Lunch**

**Public Transportation**

**Shuttle bus back to Tokyo**

**Group Project Work Session**
Thematic Outline of Tokyo Module

• Japanese business: Tradition and innovation
  – Session 1, Honda Way
  – Field Study 5, Nagano (KOA, Ina Food Industry, Yomeishu)

• Venturesome Tokyo
  – Field study 1, Skytree and Edo Museum
  – Field study 2 and Session 3, Roppongi Hills

• Foreign company operating in Japan (as well as Korea and China)
  – Field Study 4, Starbucks Japan

• Japanese company operating in Korea and China
  – Field Study 3, Fast Retailing (Uniqlo)
Output through Beijing, Seoul, and Tokyo module

- **Subject:** The business response to the opportunities and challenges of aging in China, Japan, and Korea - a comparative observational study of the elderly market.

Example) “孝” sharing business
DBiA: Doing Business in Asia  
August 2013

Beijing (PKU)

Tokyo (ICS)

Seoul (SNU)
My takeaways from DBiA program

• Discussion and insight in diversity
  - market development, economic condition, history, and cultural background etc.
  - ex. Perspective of elderly people (China, Japan, Korea cases)

• Gemba (actual place) experience
  - Seeing is better than hearing
  - ex. Uniqlo’s service management
    Hyundai factory in Beijing