

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

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What is “Doing Business in Asia (DBiA)”?



光华管理学院
Guanghua School of Management



Hitotsubashi University,
Graduate School of
International Corporate Strategy

Developing Business Leaders in Asia

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)

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Thursday	Friday	Saturday	Sunday	Monday
2013/8/15	2013/8/16	2013/8/17	2013/8/18	2013/8/19
	8:00 Shuttle to SNU	8:00 Shuttle to SNU	TBA	8:00 Shuttle
SNU Campus LG 202	SNU Campus LG 202	SNU Campus LG 202	TBD	SNU Campus LG 202
<div> <div>Welcome Lunch @ Sodam Maru (on-campus)</div> <div>Introduction & Ice Breaking</div> <div>Group Project Kick-off</div> <div>SNU Campus Tour</div> </div>	<div> <div>Session 1 "Subject TBD" (Prof.Cho, Dong Sung)</div> <div>Session 2 "Subject TBD" (Prof.Han, Gyoung Hae)</div> <div>Lunch</div> <div>Field Study 1 (On-campus) 13:00-15:00 "Starbucks Korea" -Case Study of Starbucks in Korea, China</div> <div>Field Study 2 16:00-17:45 "Yuhan- Kimberly" -The Best Business Module for Sustainable</div> </div>	<div> <div>Session 3 "An Analysis of Korean Entertainment Business and</div> <div>Session 4 Organizational Culture in Korean Firms (Prof. Seongsu</div> <div>Lunch</div> <div>Group Project Work Session I</div> <div>Cultural Program I (TBD)</div> <div>Cultural Program II "Musical BIBAP"</div> </div>	Cultural Program III (TBD)	<div> <div>Field Study 3 10:00-11:30 "YG Entertainment" - Korean Wave : The "Psy" case</div> <div>Lunch</div> <div>Group Project Work</div> <div>14:00-16:00 Midterm check- in presentation : Proposal of Team Project (Prof.Cho, Thomas)</div> <div>Wrap-up</div> <div>Farewell Dinner</div> </div>

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)

DAY 6	DAY 7	DAY 8	DAY 9	DAY 10	DAY 11
Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2013/8/20	2013/8/21	2013/8/22	2013/8/23	2013/8/24	2013/8/25
	8:15 Shuttle to PKU	8:15 Shuttle to PKU	8:15 Shuttle to PKU	8:00 Shuttle to Great wall	8:00 Shuttle to Forbidden city
Hotel-Incheon Airport	PKU Campus Guanghua Building	PKU Campus & Hyundai	PKU Campus & Starbucks	Great Wall & Summer Palace	Beijing(capital) Airport
Departure for Beijing <i>Seoul(gimpo) to Beijing (capital)</i> <i>China Southern Airlines CZ318</i> <i>Departure: 12:30 - Arrival: 13:25</i> <i>Duration : 1h55m</i>	Session 1: 9:00-12:00 "Managing Across Borders In East Asia, Part 1" (Ma Li)	Session 3: 9:00-12:00 "Growing old before growing rich" (Yan Se)	Session 4: 9:00-12:00 "Made in China- Challenge and opportunity" (Zhai Xin)	Great Wall and Summer Palace Tour	Forbidden City Tour
	Lunch	Lunch	Lunch		Farewell Lunch
	Session 2: 13:30-16:30 "Managing Across Borders In East Asia, Part 2" (Ma Li)	Shuttle bus	Shuttle bus		Departure for Tokoyo <i>Beijing(capital) to Tokyo (haneda)</i> <i>All Nippon Airways NH1256</i> <i>Departure: 15:45 - Arrival: 20:10</i> <i>Duration : 3h25m</i>
Welcome & Introduction		Field Study 1 "Beijing Hyundai"	Field Study 2: Starbucks		
Campus tour					

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)

DAY 12 Monday 8/26/2013	DAY 13 Tuesday 8/27/2013	DAY 14 Wednesday 8/28/2013	DAY 15 Thursday 8/29/2013	DAY 16 Friday 8/30/2013
8:30 - Walk to ICS	8:30 - Walk to ICS	9:00- Shuttle Bus	7:00 - Shuttle Bus	8:30- Shuttle Bus
			Shuttle bus to Nagano	
Welcome & Introduction (Korver)	Session 3: Service Management - Concepts & Frameworks (Intro to Field Study 2, 3 & 4) (Fujikawa)	Shuttle bus		Shuttle bus
Session 1: Honda Way (Kobayashi)		Field Study 3-a Fast Retailing - Uniqlo Ginza Store Visit (Fujikawa)	Field Study 5: KOA Corporation (Korver)	Field Study 1-b "Edo Museum" (Korver)
		Shuttle bus		
Lunch & Session 2: "Venturesome Tokyo" (Korver)	Public Transportation	Lunch (FR HQ)		Shuttle bus
	Lunch on own		Lunch (KOA Corp.)	Lunch
Public Transportation	Field Study 2: Roppongi Hills Visit	Field Study 3-b: Fast Retailing - Dialogue with FR Executives (FR HQ, Fujikawa)	Field Study 5 (cont'd): Ina Food Industry Yomeishu Seizo	Group Project Work Session
Field Study 1-a "Skytree" (Korver)	Public Transportation	Shuttle bus		
Public Transportation	Session 3: Roppongi Hills Case Study (Kanno)	Field Study 4: Starbucks Japan (Robinson)		Group Project Presentations
Group Project Work Session		Shuttle bus	Shuttle bus back to Tokyo	Walk to Restaurant
Free	Free	Free		Wrap-up and Sayonara Dinner

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

Overview of 孝 sharing



“孝” Sharing Service

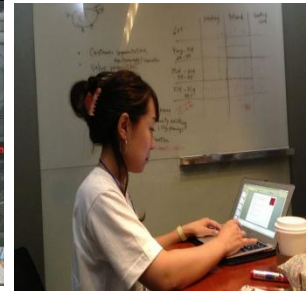
Service	Nursing & Chaperone	Monitoring	Community Activity
<ul style="list-style-type: none"> Detailed description 	<ul style="list-style-type: none"> company could provide Nursing & Chaperone service which include but not limited in daily health care, rescue from emergency, hospital taking care etc. Mainly focus on the member who is more than 75. 	<ul style="list-style-type: none"> The company could provide monitoring function to ensure member's safety by certain IT system and share member's status at real time to other members and their relatives. Mainly focus on the member who is more than 70. 	<ul style="list-style-type: none"> The company could create virtual community by internet and mobile internet, which organizing member's activity, include communication, tourism, and provide Nursing service to older member in need.

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