

Asian Case Study

Course Title	Asian Case Study		
Course Code	IMM306	Course Type	Core
Credit	2	Contact Hours	30
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. Learn internal and external analysis, strategic planning and implementation, communication and presentation skills. 2. Analyze and develop practical solutions for the cases
2. Asian Expertise	50	
3. Creative Management Mind	10	
4. Cross Cultural Communication	10	
5. Social Responsibility	10	

Course Description

This course is about Asian Cases. The course aims to partially fulfill the following elements of SolBridge Mission: Global Perspective, Asian Expertise, Creative Management Mind, and Social Responsibility. To this end, students will be equipped with conceptual and analytical tools needed for business. Students will learn internal and external analysis, strategic planning and implementation, communication and presentation skills. Classroom case discussions and conceptual material will cover a wide range of Asian countries. Students will participate in an Asian case analysis. Higher level managers from business and government in Asian countries and SolBridge professors work as advisors to the case studies. Under the guidance and coaching from the instructors, students will work in team to analyze and develop practical solutions for the cases. Publishable quality case study reports are expected for each team. The team's work will be evaluated for analysis, solution, presentation, creativity and quality

Learning and Teaching Structure

The Course will follow the student-centered learning model. An extensive set of readings will be supplemented by Classroom discussions during the first few weeks so that students learn the various aspects of the three countries. This is followed by lectures and discussions by guest lecturers from industry executives with extensive managerial experience in the focal countries.

Students will then be given management case situations based on a past or on-going situation for a firm operating in each of these countries. Students are required to conduct their research, and analyze these situations using conceptual knowledge from other courses and specific knowledge from this course. Students will also submit their decision and recommendations for each of these situations. Students will also be required to participate in a case competition towards the end of the semester based on one or all of the situations

Assessment	%	Text and Materials
Case Presentation (Team)	40	There is no textbook for this course. A list of readings will be provided in the first class
Case Report (Team)	40	
Attendance	20	

Course content by Week

1	Course outline and Introduction to Case Analysis
2-4	Doing Business in Korea: Society, Culture and Business; Korean Economy and Business
5-6	, Korea Case Presentation and Report Due (ppt and word files)
7	Doing Business in Korea: Society, Culture and Business,
8	Doing Business in China: Society, Culture and Business
9	Doing Business in Europe: Society, Culture and Business
10-11	Europe Case Presentation , Report Due (ppt and word files)
12-13	Doing Business in China: Society, Culture and Business and Independent Research in Consultation with Instructor
14-15	China Case Presentation For Selected Finalist Report Due (word file all teams, ppt file finalists)