

Course title	Strategic International Business Consulting (B)			
Teacher(s)	Kok Hong LOONG, SAITO Akira		開講区分	単位数
			1st semester	1.0
Numbering Code		Day · Period	Other	Timetable Slot Code
				1J321

Lesson topic

This four-day course aims to provide students a perspective on the world of Strategic International Business Consulting. As the world becomes more global, and faster in pace, the demand for cross border consultancy services increases. Undoubtedly, this trend creates a great demand for versatile talents, in particular for those who possessed high cultural intelligence and critical thinking skills.

In the course, Merger and Acquisition (M&A) activity is adopted as a main theme to illustrate the nature of Strategic International Business Consulting. Given the current business environment, especially the emergence of industry 4.0, M&A is unquestionably the preferred choice for cross-border business expansion.

Lesson target

At the end of the course, students are expected to gain a good understanding and knowledge of business/ management consulting. Students will learn from real case examples on how the entire process of M&A (from pre-M&A to post-M&A) activity took place. In between the course, students will learn to formulate strategy, execute M&A activity, understand the problem working in a cross-border culture environment and alongside client in the world of business consulting. Students will be given an opportunity to formulate a strategy to market a mobile application.

Syllabus and plan

Day 1

- Introduction - ice breaking
- Topic 1: Issues analysis
- Topic 2: How to formulate strategy?

Day 2

- Topic 3: Merger & acquisition
- M&A case illustration

Day 3

- Topic 4: Post M&A
 - Topic 5: Industry 4.0 - its impact to the industry
- (Introductory)
- Group work and simulation exercise to formulate a strategy to acquire/dispose a mobile application

Day 4

- Workshop & discussion
- Group presentation

More detailed plan will be distributed to the students before the course starts.

Evaluation method

Class participation 50%
Group work participation 50%

Evaluation baseline

Grades will be determined in accordance with the degrees of understanding (know what to do...; and know how to do...) of the objectives.

Notice (include info. on related class)

- Prior to taking this course, students are expected to conduct research on the relevant topics. A list of recommended reading materials is highlighted in Item 10.
- The detailed course syllabus including lecture materials will be distributed to students later.
- This course is recommended for students who wish to have exposure to the world business practitioner.

Review and preparation

- Conduct research on the relevant topics
- Identify questions of interests.
- Seek answers or verification to your questions over the course.
- Apply your learning to group work and presentation.

Office hour · Contact information

Contact details will be announced during lectures.

Message for student

If you could agree to most of the following quotes, by all means come to the class!

- ‘There is no security on this earth. Only opportunity.’
- Don’ t trust the data until you fully understand it.
- We must have inquisitive mind; and never shy from raising questions;
- Be creative; and never follow blindly;
- Follow you own path: capture lion share in market ignored by competitors
- Compete based on local knowledge and capability
- Think global, act local

Improvement in Teaching

Text

- Barbara Minto, *The Pyramid Principle: Logic in Writing and Thinking*, 3rd Edition, Prentice Hall
- Michael E Porter, *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, Simon & Schuster, The Free Press
- Geert Hofstede, Gert Jan Hofstede, *Cultures and Organizations: Software of the Mind, Intercultural Cooperation and Its Importance for Survival*, 3rd Edition, McGraw-Hill.
- Aswath Damodaran, *Damodaran on Valuation: Security Analysis for Investment and Corporate Finance*, 2nd Edition, Wiley Finance
- Peter Scott-Morgan, *Unwritten Rules of the Game: Master Them, Shatter Them, and Break Through the Barriers to Organizational Change*, McGraw-Hill

Reference Material

- What I Wish I Knew When I Was 20s, by Tina Seelig
- Steve Jobs Stanford Commencement Speech 2005: <http://www.youtube.com/watch?v=VHWUCX6osgM>
- 稼ぐ力, by 大前研一

Classroom Language

English

Keywords

Strategy; Merger & Acquisition; Business/Management Consulting; Corporate Culture