Sample consulting projects and affiliated companies/industries

Students worked in diverse teams to joint problem solve the identified company issues. This is a sample highlight of the participating companies and consulting projects. Projects ranged from working with large Korean Chaebols to understand market strategy for other Asian markets, working on a feasibility study with Indonesia’s largest Spa to enter in Asia-Pacific region, Designing a leadership and HR model for a local social entrepreneurship company and designing a rebranding strategy for a major Taiwanese bank entering South Korea.

A wide range of industries from consumer electronics, entertainment, banking, social entrepreneurship, telecommunications and more were included for students to choose from.

<table>
<thead>
<tr>
<th>Company</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung Group</td>
<td>“How to beat Xiaomi in India Smartphone market”</td>
</tr>
<tr>
<td>CJ CGV</td>
<td>“What is the future of cinema and how should CGV adapt its business model and strategy?”</td>
</tr>
<tr>
<td>Martha Tilaar Spa</td>
<td>“Feasibility study on Indonesia’s largest spa company entering other markets in Asia”</td>
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<tr>
<td>Fubon</td>
<td>“What should the re-branding strategy for FHL in Korea be and how should it be implemented?”</td>
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<tr>
<td>Ucarer</td>
<td>“Strategies for Asian Market Expansion”</td>
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<tr>
<td>Yuanta</td>
<td>“Yuanta Financial Groups’ Asian Cup Strategy”</td>
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<tr>
<td>DOMI</td>
<td>“Climate Changemaker”</td>
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</tbody>
</table>
**BUSINESS CULTURAL PRACTICES**

KIT provides students with the opportunity to experience first-hand the business cultural practices of the region;

A learning environment that promotes cross-cultural understanding and insight into business processes in an "Asian context", and provides them with an opportunity to do a comparative analysis of specific industry/companies within their respective countries through interactions and discussions.

- Engage in critical thinking/joint problem solving with a multicultural team
- Conduct business meetings and client interviews
- Network with local business leaders and diverse international managers
- Be exposed to both local and global contexts via classroom lectures from professors and industry experts
- Pre and post classroom lectures
- Action research and consulting project
- Company analysis and visits

**PROGRAM DESIGN & LEARNING OUTCOMES**

KIT students will form multinational learning teams and analyze various management issues in a global context.

- Gain appreciation of the cross-cultural differences, enhance a global mindset and work on cross-cultural teams.
- Investigate the key factors of Asian firms' success in the Asian region and global markets. Selected students from each school will form multinational teams to work on the projects.
- Enhance problem solving & design thinking capabilities.
- Engage in a live, practical, action learning project and simulate real business solving issues with a diverse work team.
- Participate in a 1 week field trip in affiliation with a designated AAPBS host.

**GLOBAL TEAM PROJECT**

The teams will conduct a research/consulting project dealing with real management issues, aiming to produce company case reports and analysis.

KIT students prepare a case report as the final outcome. The report is a consulting project for one specific company with a possible additional comparison with the either companies of KIT countries.

To broaden the perspectives of participants on global business practices within Asia-Pacific region by providing them with an opportunity to do a comparative analysis of specific industries/companies and build global networks across Asia.