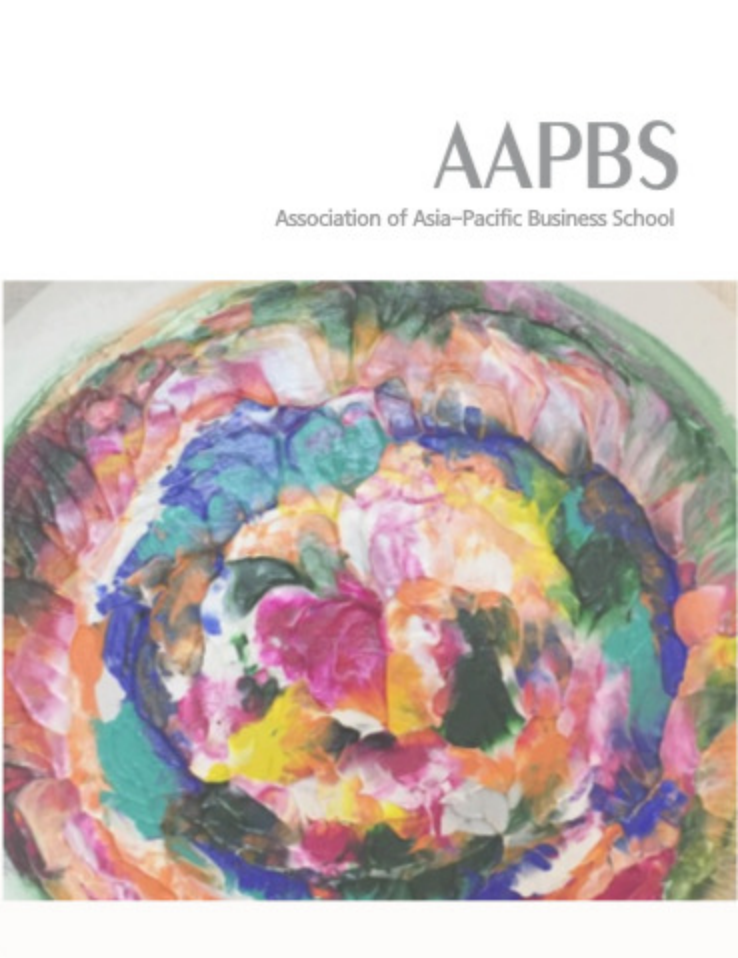




*'KIT is a collaborative Program available to all.'*



Conducted a feasibility study on Indonesia's largest spa entering Taiwan and Korean market.

Samsung Group	"How to beat Xiaomi in India Smartphone market"
CJ CGV	"What is the future of cinema and how should CGV adapt its business model and strategy?"
Fubon	"What should the re-branding strategy for FHL in Korea be and how should it be implemented?"
Ucarer	"Strategies for Asian Market Expansion"
Yuanta	"Yuanta Financial Groups' Asian Cup Strategy"
DOMI	"Climate Changemaker"
YCAB Foundation (Social Entrepreneurship), XL Axiata (telecommunications industry), Astra Otoparts – Winteq Division, Dexa Group, Martha Tilaar Spa, Vivere Group	



Association of Asia-Pacific Business School

c/o KAIST College of Business, 85 Hoegiro, Dongdaemun-gu, Seoul 02455, Republic of Korea

T : +82-2-958-3293 E : secretariat.aapbs@gmail.com

**KIT**  
PROGRAM

# 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



# MULTINATIONAL LEARNING TEAMS

KIT students will form multinational learning teams and analyze various management issues in a global context. The teams will conduct a research/consulting project dealing with remanagement issues, aiming to produce company case reports and analysis.

- 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.
- To enhance problem solving & design thinking capabilities.
- To engage in a live, practical, action learning project and simulate real business solving issues with diverse work team.
- Undertake a field trip for one week will conducted by a host school.



# GLOBAL PROJECT

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

The teams will conduct a research/consulting project dealing with remanagement 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 from Korea, Indonesia, and Taiwan by providing them with an opportunity to do a comparative analysis of specific industries/ companies and build global networks across Asia.