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.

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?"
Martha Tilaar Spa	"feasibility study on Indonesia's largest spa company entering other markets in Asia"
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"

KIT IS A COLLABORATIVE PROGRAM AVAILABLE TO ALL

AAPBS

Association of Asia–Pacific Business School

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AAPBS

AAPBS celebrating 20 years 2004–2024

EQUIPPING YOU WITH A TOOL "KIT" FOR DEVELOPING GLOBAL LEADERS

KIT

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.