

## LOBIS Pre-MBA Course Offered This October 2025

### Essentials of Marketing & Strategy



### Course Details

Upon completing the course, you will be able to:

- The role of strategy and marketing in corporate management
- Processes for formulating a competitive business strategy from the perspective of top management
- Basic marketing concepts and how they can be applied to achieve strategic goals
- Frameworks and analytical methods through practical application to short cases
- How to think about theories and the qualitative aspects of corporate management



**Practical for Today's Leaders**  
100% interactive courses taught by industry experts using cases based on actual business issues in a variety of industries



**3 Months, 18 Hours**  
Suitable for busy professionals with 6 sessions held every other week



**Online Teaching**  
Flexible for today's lifestyle, choose to join on-site in Bangkok or online



**Certificate**  
Participants will receive a certificate upon course completion

### Schedule

**Format:** Online or Hybrid

**Course Fee:** 37,850 THB (Excluding VAT),  
scholarships are available for self-sponsored participants

6 Saturdays  
9 AM - 12 PM

Oct. 11

Oct. 25

Nov. 8

Nov. 22

Dec. 6

Dec. 20



### Alex Scharf

He is the product director of GLOBIS Unlimited, an online business learning platform utilized by over 150 companies worldwide and learners from more than 50 countries. Prior to GLOBIS Unlimited, Alex launched GLOBIS's Online MBA program, the first fully live online MBA from an accredited institution in Asia. He is also a board member at GLOBIS USA Inc. in San Francisco, California. Having lived in Japan for over a decade, Alex has worked in local government, technology, and education.

#### Education:

BA, International Studies, University of Washington  
BS, Computer Science, Oregon State University  
MS, Data Science, University of Illinois



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# Themes and Reading Materials

## SESSION 1 QB HOUSE

**THEME** Overview of Strategy  
Environment Analysis for Developing a Business Strategy

**CASE** • QB House

## SESSION 2 Nitori and IKEA

**THEME** Establishing a Competitive Advantage in Business Strategy

**CASE** • Nitori and IKEA

## SESSION 3 NKK, Kawasaki Steel

**THEME** Comprehensive Exercises: Corporate Strategy

**CASE** • Reorganization of the Japanese Steel Industry

## SESSION 4 Fujifilm's Cheki

**THEME** Overview of Marketing: Analysis and Planning

**CASE** • A Comeback for Fujifilm's Cheki

## SESSION 5 Vermicular Ricepot

**THEME** Drafting Measures in Marketing Strategy (Marketing Mix (4Ps))

**CASE** • Vermicular Ricepot: Riding a Dream

## SESSION 6 Emirates Airline

**THEME** Comprehensive Exercises (Case Study Analysis)

**CASE** • Emirates Airline: Connecting the Unconnected

### Alumni in Thailand



#### Kantapol Manaspon

Fund Manager, Tech Corporate Venture Capital

“ While working and raising a family in Thailand, I started with a few Pre-MBA courses first before finally decided to move into the Part-time Online MBA at GLOBIS. GLOBIS has provided me with the business knowledge, entrepreneurial mindset, and dynamic network to transform myself from being an engineer to being a business professionals confident in assessing tech startups”

## Transform Yourself with the Pre-MBA

The Pre-MBA program offers practical business courses taught entirely in English over the course of 3 months

- It covers the fundamentals of business administration such as strategy, marketing, leadership, accounting, finance, and more
- Participants analyze corporate issues described in business cases and discuss solutions in an interactive learning environment
- Certificates are offered for the non-degree courses upon successful completion of each subject

### Next steps



Apply to the Pre-MBA



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### GLOBIS Thailand



#2333 M Thai Tower, All Seasons Place 23Fl., 87 Wireless Road, Lumpini, Pathumwan Bangkok 10330 Thailand



TEL: +66 (0)2 627 9027



Email: [imba-info@globis.ac.jp](mailto:imba-info@globis.ac.jp)



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## Powered by Japan's No. 1 MBA

From Japan to Thailand, we develop visionary leaders who create and innovate societies

Our innovative approach to teaching business education has established GLOBIS to be Japan's largest business school having taught over 6,000 MBA alumni and more than one million professionals through our corporate training programs.

The Pre-MBA we offer at GLOBIS Thailand is an experiential learning program held entirely in English and taught by world-class lecturers from GLOBIS University in Japan.

Guided by industry professionals and international case studies, be ready to analyze, discuss, and present in our dynamic, and encouraging learning atmosphere. Equip yourself with practical knowledge and skills that will allow you to make an immediate impact at work right away!

### Our Services

GLOBIS Thailand strives to provide services that can have tangible results for both the individual and corporation.

#### ● Pre-MBA Program:

3-month business courses covering business fundamentals such as strategy, marketing, HR, and business analytics held online or hybrid in Bangkok

#### ● MBA Programs in Tokyo and Online

Consult with us about your MBA journey at GLOBIS University whether you want to study in Japan or online from Thailand. Discover scholarship opportunities and learn how the Pre-MBA can lead you to the future MBA

#### ● Corporate Training Programs:

Customized and packaged global training programs taught in-house or online

#### ● GLOBIS Unlimited and nano MBA program:

Bited-sized on-demand learning platforms with AI boosted evaluation powered by Japan's No. 1 MBA curriculum

### Founder's Message

"We are very excited to expand our presence in Thailand with our Pre-MBA courses in the hybrid format. Our mission has always been to pave the way for change and innovation. We do this by connecting our three core pillars: people, capital, and knowledge to foster the business ecosystem and support visionary leaders. Maintaining these pillars is what we envisioned when we founded a venture capital firm, a publishing company, and, of course, our business school."



Yoshito Hori

Founder & President of GLOBIS Corporation

President, Graduate School of Management,  
GLOBIS University



Since January 2021, we have conducted more than 30 course sessions, CEO seminars and networking events. Regardless of the COVID-19 situation in Thailand, GLOBIS encourages the never-stop-learning self development experience by offering appropriate learning formats either entirely online or in the hybrid format.