

Edman zemi selection process

Selection for the Edman-zemi will take place on Wednesday, September 25, from 9:00 a.m. to 5:00 p.m. The selection process will take place in the form of group work and presentations. Students will be divided into teams of 3 or 4 and given a problem related to international business. Each group will be given one hour to discuss and analyze the issue, followed by a 5 to 10-minute presentation of their conclusion to Professor Edman and current zemi students. The group work may be in Japanese, but the presentations should be in English. All students must take part in the presentation.

Examples of possible topics that may be assigned include:

1. What are some challenges faced by Japanese trading companies entering emerging markets in Africa? What are some ways in which these challenges can be overcome?
2. How should a U.S. food company enter the Japanese market? In what way should it position its products toward the local market?
3. What are the biggest political risks faced by companies operating in the global economy? How can these risks be minimized?
4. Compare and contrast the internationalization process of different companies. Why do you think they chose to enter particular markets, in a particular order?

VERY IMPORTANT: There are no right or wrong answers to the questions. Students will **NOT** be evaluated based on the content of their answer, but rather on the following criteria:

1. Their ability to work together effectively in groups, sharing ideas and suggestions.
2. Their ability to think critically and creatively in answering the questions.
3. Their ability to collect and use data to support their arguments and analysis.
4. Their ability to present their ideas coherently in English (VERY IMPORTANT: there will NOT be minus points for grammar mistakes. This is NOT an English class – if I can understand your point then that is good enough. Effort and guts are more important than perfection!)

Preparation: Students should prepare and submit the standard ES. Students are also strongly encouraged to bring computers to the selection process, but no other preparations are necessary.

FOR STUDENTS LEAVING ON INTERNATIONAL EXCHANGE PROGRAMS:

For students who will be leaving for international exchange programs prior to September 25, the Edman zemi will hold a special selection on Saturday, July 27th, from 9:00 a.m. to 5:00 p.m. The details of the selection process will be the same as that for the regular selection process.

If you cannot attend either of the above dates, have questions or need further information, please contact me directly at jesper.edman@waseda.jp