

2023

# Syllabi

Business Administration  
(Graduate Courses)

Rikkyo University



Course Title	Trend of Technology 1		
Instructor	Hirai Naoki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The goal is to understand widely used technologies and corporate trends in business and life.

#### Course Contents

Today, not just in the world of daily life and business, many technologies need to be used. Whether it is for improving your own business or creating new businesses, it is important to keep track of these technologies.

In this lecture, rather than simply looking at the latest technologies and trends, we will deepen our understanding through case studies and discussions about how we utilize them in business, or how they will be utilized in business, and how we can utilize them in our own businesses.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG151](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG151)

Course Title	Trend of Technology 2		
Instructor	Hirai Naoki		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The goal is to understand widely used technologies and corporate trends in business and life.

#### Course Contents

Today, not just in the world of daily life and business, many technologies need to be used. Whether it is for improving your own business or creating new businesses, it is important to keep track of these technologies.

In this lecture, rather than simply looking at the latest technologies and trends, we will deepen our understanding through case studies and discussions about how we utilize them in business, or how they will be utilized in business, and how we can utilize them in our own businesses.

#### Others

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG156](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG156)

Course Title	Special Seminar on Business Design 1A		
Instructor	Miyashita Atsushi		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

In this special course, students will study the field of "Practical Management (Series 1)" (Practical Management 1). It is a curriculum structure suitable for those who want to apply the management theory learned in this graduate school to practical management.

In actual corporate management, the competitive environment is changing so drastically that conventional common sense is no longer valid, and it can be said that the situation is so complicated that it is difficult to predict the future. Market globalization, technological innovations that occur one after another, and even a wave of environmental changes that affect our daily lifestyles such as DX and AI are hitting us.

If you were to run a business in such an environment, what would you rely on to act? You can take the first step. Management theory is like a small candle. There is a framework in the theory about what to do now and which direction to look at, so you will be able to guess. In the management field, if you do not have a theory, you will be wielding a sword alone in the dark.

However, just because you have mastered management theory does not make it a formula for winning in business. Nothing goes according to theory, and there is a limit to what the theory can illuminate. Therefore, in this course, you will learn the ideas and focus for applying the theory in practice. Each class will be held from the standpoint of the manager who steers the company and the management layer. It is a curriculum structure that is suitable for those who want to make use of what they have learned in each class of this graduate school and who aspire to trial learning.

#### Course Contents

The contents of the class will consider points for applying management theory to the field management of management for each theme. In addition, while paying attention to the practical aspect of running an organization composed of living people, we will focus on thinking deeply about management that secures a competitive advantage. In particular, while emphasizing dialogue between graduate students and faculty members, we will deepen the connection between management subjects learned in the graduate school and practice, and make it a place to reaffirm the importance of learning that links theory and practice.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG191](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG191)

Course Title	Special Seminar on Business Design 1B		
Instructor	Miyashita Atsushi		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

This special lecture sets the field of "Practical Management (Series 2)" (Practical Management 2) as a sequel to Business Design Special Lecture 1A.

For the main contents, please refer to the syllabus "Course Objectives" of Business Design Special Lecture 1. By studying various management theories at business school, you will gradually be able to have your own decision-making criteria. If you get lost, go back to the judgment criteria and reconsider.

But no matter how much theory you learn, it won't be like a searchlight or a night vision scope. They are weak lights like candles. There is no standard theory in this world that can illuminate every nook and cranny of the highly uncertain darkness of business reality. Nothing goes according to theory. However, theory can long be the basis of one's own judgments and views. This is the knot between theory and practice.

Each time, this course goes back and forth between management theory and reality, using actual management sites as examples. This will be an opportunity to deepen the application in practice while clarifying the relationship. Each class will be taught from the standpoint of the manager who steers the company and the management layer.

It is a curriculum structure that is suitable for those who want to make use of what they have learned in each class of this graduate school and who aspire to trial learning.

#### Course Contents

The content of the class is similar to Business Design Special Lecture 1A. In addition, while paying attention to the practical aspect of running an organization composed of living people, we will focus on thinking deeply about management that secures a competitive advantage. In particular, while emphasizing dialogue between graduate students and faculty members, we will deepen the connection between management subjects learned in the graduate school and practice, and make it a place to reaffirm the importance of learning that links theory and practice.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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Course Title	Special Seminar on Business Design 4A		
Instructor	Yamanaka Nobuhiko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

To learn organization theory and methodology for organization research, and problems in modern organizations through reading research papers and literature in organization studies.

#### Course Contents

In this course, students are expected to learn organization theory and methodology for organization research, and problems in modern organizations through reading research papers and literature in organization studies.

Students are required to report the content of the paper or the book for the course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG197](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG197)

Course Title	Special Seminar on Business Design 4B		
Instructor	Yamanaka Nobuhiko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The aim of this course is to learn organization theory and methodology for organization research, and problems in modern organizations through reading research papers and literature in organization studies.

#### Course Contents

In this course, following Special Seminar on Business Design 4A, students are expected to learn organization theory and methodology for organization research, and problems in modern organizations through reading research papers and literature in organization studies.

Students are required to report the content of the paper or the book for the course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG198](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG198)



Course Title	Technology Management 1		
Instructor	Wada Yoshiaki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

In order to understand the background of technology related issues and topics arising in the current business society, this course aims to provide the necessary IT knowledge and offer the opportunity to learn the methodology to deal with the changes in the business environment.

#### Course Contents

This course focuses on the IT related current topics circulated in media, investigate the social trend and IT factors in the background, and then enhances the understanding of students.

Participants are expected to actively discuss and share the opinion with other students, and deepen the individual insight into the effect on their business activities in the future. They are also required to study the indicated topics in advance and exchange each view during the interactive session.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG281](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG281)

Course Title	Technology Management 2		
Instructor	Wada Yoshiaki		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

In order to understand the background of technology related issues and topics arising in the current business society, this course aims to provide the necessary IT knowledge and offer the opportunity to learn the methodology to deal with the changes in the business environment.

#### Course Contents

Focuses on the emerging IT related topics which will come to the society in the near future, the course investigates the outline of underlying technologies, social trend, and then enhances the students' understanding. AI, Block Chain, AR/VR, Cloud Computing and Start-up theory are expected to be covered in the session. Specialist are invited as guest speakers to deliver the latest updates in these topics.

Participants are expected to actively discuss and share the opinion with other students, and deepen the individual insight into the effect on their business activities in the future. They are also required to study the indicated topics in advance and exchange each view during the interactive session.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG283](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG283)

Course Title	Technology Management 3		
Instructor	Nakamura Jiro		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

We will learn basic and strategic concepts that are necessary for managers and management staff in the manufacturing, service, and retail industries, as well as of each of the members in organizations to use technology in management.

#### Course Contents

As the environment surrounding business such as diversification of society's needs, maturation of the market, and globalization of the economy changes greatly, this is about the ability to promote innovation that will determine the survival of a company. It is key for sustainable growth and development of a company to evolve day to day business through innovation and to respond to changing external environments. Precisely as Darwin had said, "it is not the strongest, but the most suitable for the environment that is guaranteed to survive." In technology management, we will learn how to improve our ability to adapt and control the changing environment using knowledge and tools and develop a plan for the comprehensive use of capacity and resources with a long-term perspective and combined thinking to achieve specific goals. In Technology Management 3 we will learn a general overview of the subject.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG284](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG284)

Course Title	Technology Management 4		
Instructor	Nakamura Jiro		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

We will learn basic and strategic concepts that are necessary for managers and management staff in the manufacturing, service, and retail industries, as well as of each of the members in organizations to use technology in management.

#### Course Contents

As the environment surrounding business such as diversification of society's needs, maturation of the market, and globalization of the economy changes greatly, this is about the ability to promote innovation that will determine the survival of a company. It is key for sustainable growth and development of a company to evolve day to day business through innovation and to respond to changing external environments. Precisely as Darwin had said, "it is not the strongest, but the most suitable for the environment that is guaranteed to survive." In technology management, we will learn how to improve our ability to adapt and control the changing environment using knowledge and tools and develop a plan for the comprehensive use of capacity and resources with a long-term perspective and combined thinking to achieve specific goals. In Technology Management 4 we will learn about specific strategies and examples, and deepen our understanding of the subject.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG286](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG286)

Course Title	Industrial Management 1		
Instructor	Akino Shoji		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The aim is to read basic literature related to innovation, to learn the basic contents of innovation theory, and to develop the ability to read academic research. This year, we will read Clayton Christensen's Innovation Dilemma, which is inspiring to understand today's innovation.

#### Course Contents

In the lecture, each chapter of the text will be read through discussions among the students.

Before each lecture, students should carefully read and understand each chapter of the text, read and comprehend issues and questions, and participate. After that, all the participants explain, present, and report the contents of each sentence and paragraph, and summarize them while discussing as appropriate. In addition, as necessary, the text of the lecture will be deeply understood by deepening and organizing the contents of the lecture, as appropriate, while submitting resumes, notes and assignments for each chapter, and submitting resumes for other related documents.

In this lecture, we will take time not only to understand the content but also to deepen the students' understanding while referring to the theory behind the text, various debates and controversies, and the author's way of thinking. It does not always go as planned for discussion and reading. In this way, each participant learns how to write a dissertation.

How to proceed with the lecture will be explained in the first lecture, but attendance to the first lecture (Online lecture) is mandatory because the procedure and content may change depending on the number of students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG331](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG331)

Course Title	Industrial Management 2		
Instructor	Akino Shoji		
Semester	Fall Semester	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The aim is to read basic literature related to platform business, to learn the basic contents of platform business theory, and to develop the ability to read academic research. We read Michael A. Cusumano et al.'s "The Business of Platforms", which is basic in understanding platform business.

#### Course Contents

In the lecture, each chapter of the text will be read and reported in turns, and learned through discussions among the students. Before each lecture, students should carefully read and understand each chapter of the text, read and comprehend issues and questions, and participate. After that, a reporter explains, presents, and reports the contents of each sentence and paragraph, and all the participants summarize them while discussing as appropriate. In addition, as necessary, the text of the lecture will be deeply understood by deepening and organizing the contents of the lecture, as appropriate, while submitting resumes, notes and assignments for each chapter, and submitting resumes for other related documents.

In this lecture, we will take time not only to understand the content but also to deepen the students' understanding while referring to the theory behind the text, various debates and controversies, and the author's way of thinking. It does not always go as planned for discussion and reading. In this way, each participant learns how to write a dissertation.

How to proceed with the lecture will be explained in the first lecture (Online lecture), but attendance to the first lecture is mandatory because the procedure and content may change depending on the number of students.

#### Others

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Course Title	Financial Management 1		
Instructor	Noda Kentaro		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The goal of this lecture is to acquire a broad knowledge of management finance.

#### Course Contents

We will explain how to view financial statements, calculate business income and expenses, and explore theories related to management finance, etc. This class is based on discussions while watching actual movements taken by companies.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG501](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG501)

Course Title	Financial Management 2		
Instructor	Noda Kentaro		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The goal of this lecture is to acquire a broad knowledge of management finance.

#### Course Contents

We will explain how to view financial statements and perform corporate audits. In the second half, we will talk about intangible assets, CSR, Risk Management, Corporate Governance topics. This class is based on presentations and discussions while watching actual movements taken by companies.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG506](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG506)



Course Title	Financial Management 3		
Instructor	Igata Masahiko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The goal of this course is enhancement of fundamental knowledge & skills of corporate finance with a focus on capital-raising and capital structure. Based on those fundamental knowledge & skills, class students are expected to not only understand accurately but also explain logically financing behaviors of corporations in the real world.

#### Course Contents

We will firstly discuss the essential difference between equity capital and debt capital, and the capital structure theories. Then we will move on to discussions on the working capital, mezzanine finance, start-up company's capital-raising issues, intangible capital(asset), valuation and so on.

Not only classroom lectures but also group discussions/presentations and computational exercises/examples are highly utilized in this course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG507](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG507)

Course Title	Financial Management 4		
Instructor	Igata Masahiko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The primary goal of this course is to deepen practical understanding and knowledge of Valuation of Corporations with a focus on DCF. Based on those fundamental knowledge & skills, class students are expected to not only understand accurately but also explain logically purchase prices in M&A transactions, and/or start-up companies' capital raising, which are rapidly increasing in Japan.

#### Course Contents

We will practically learn the DCF method as the primary procedure for valuation of corporations through calculating exercises and case studies.

In addition to classroom lectures, group-works and home-works are highly utilized.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG508](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG508)

Course Title	Stock Market 1		
Instructor	Igata Masahiko		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The primary aim of this course is to research and develop financial service business models and/or innovations to meet the asset accumulation/management service needs of the Japanese households which are facing the unprecedented aging society. Current issues and future perspectives on the financial literacy and education in Japan are also analyzed and discussed.

#### Course Contents

The main material for this course is the Report on the Asset Accumulation & Management in Our Aging Society, which was compiled by a working group under the Financial System Council in late May, 2019. Although hotly debated then, the Report fairly and objectively discusses the current and future issues in our aging society, the financial obstacles against longevity, the possible methodologies taken by the working generation and so on. Based on the proper understanding of the Report and case studies in the United States, we will discuss business opportunities, business models upgraded and innovations on the asset accumulation and management services for the Japanese households. Not only classroom lectures but also group discussions/presentations are highly emphasized in this course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG551](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG551)

Course Title	Stock Market 2		
Instructor	Igata Masahiko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

In recent years, the role of the capital markets, especially the institutional investors, for the corporate governance in Japan, has been expanding rapidly. The goal of this course is to understand (a) the so-called Investment-Chain, or the fund flow between households and companies/industries through the institutional investors in the capital markets, and (b) the basic governance structure required for the Japanese corporations to drive sustainable returns exceeding the cost of capital. In addition, to cultivate a better understanding Sustainability(ESGs) Investment which would cause a fundamental reshaping of capital raising as well as corporate strategy is also required.

#### Course Contents

After studying the importance of the capital markets and the basics of the portfolio theory, we will focus on several important topics/issues of the Investment-Chain and Sustainability Investment such as Corporate Governance Code, Stewardship Code, some essential discussions/report papers held/published in the Financial Services Agency and/or the Ministry of Economy, Trade and Industry including Ito Report, Fink Letter, Stakeholder Capitalism, Impact Investing and so on.. In addition to classroom lectures, we will also actively hold group discussions/presentations.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG556](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG556)

Course Title	Study of Master's Thesis A		
Instructor	Yamanaka Nobuhiko		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper (business research) or a master's academic paper (business design)

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master academic paper (business research) or a master academic paper (business design).

In a master's academic paper (business research), it is necessary to take a critical view of the material of one's own practical experience and social experience, to look at the problem of interest from there, and based on this, to formulate concrete research questions about society and management phenomena, and to refine them into social science research subjects. For this purpose, it is necessary to carefully consider what kind of research has been conducted from the same interests and from what viewpoint has the social phenomenon of the research subject been conducted, and then set a unique research question.

In addition, the selection of appropriate methods is essential to the practice of social science inquiries. Therefore, a certain methodological knowledge is required to select a method suitable for the research issue.

For a master's academic paper (business design), the goal is to conceptualize a creative business and formulate it as a concrete business plan. After analyzing the external and internal environments and discovering problems related to social life, a new business is conceived to solve these problems, and a plan is drawn up to make this a concrete and feasible plan. It should provide a new value to society and contribute to the enrichment of society. Therefore, it is important to deepen the discussion regarding the essence of business and have a deep insight into the society and lives of humans, rather than just the techniques of business.

In this class, we will learn the above points through discussions and tutoring.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG731](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG731)

Course Title	Study of Master's Thesis B		
Instructor	Yamanaka Nobuhiko		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper (business research) or a master's academic paper (business design)

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master academic paper (business research) or a master academic paper (business design) following Study of Master's Thesis A.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG732](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG732)

Course Title	Study of Master's Thesis A		
Instructor	Saito Akira		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

As advanced professional, we will conduct academic research and develop business plans, in order to contribute to the solution towards real problems in industry or other fields.

1. Business research: Exploring the research question, learning the hypothesis verification method and the process of logical thinking through writing the master's thesis.
2. Business design: Developing the business plan to realize attractive market creation.

#### Course Contents

In order to set research themes or business areas, you will go about in your own research area and prior research or business environments, and after sharing and discussing the results among the other students, you will refine your research themes and business areas.

We will review the progress of writing master's thesis and making a business plan, and each thesis and business plan will be improved.

Moreover, it is desirable that the main topic of research is related to the area of marketing and consumer behavior.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG733](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG733)

Course Title	Study of Master's Thesis B		
Instructor	Saito Akira		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

As advanced professional, we will conduct academic research and develop business plans, in order to contribute to the solution towards real problems in industry or other fields.

1. Business research: Exploring the research question, learning the hypothesis verification method and the process of logical thinking through writing the master's thesis.
2. Business design: Developing the business plan to realize attractive market creation.

#### Course Contents

In order to set research themes or business areas, you will go about in your own research area and prior research or business environments, and after sharing and discussing the results among the other students, you will refine your research themes and business areas.

We will review the progress of writing master's thesis and making a business plan, and each thesis and business plan will be improved.

Moreover, it is desirable that the main topic of research is related to the area of marketing and consumer behavior.

#### Others

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Course Title	Study of Master's Thesis A		
Instructor	Katayama Ikuo		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper (business research) or a master's academic paper (business design)

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master's academic paper (business research) or a master's academic paper (business design).

In the master's academic paper (business research), based the problem of interest gained from ones own practical experience and social experience, setting and exploring original research questions through a review of related previous research.

In the master's academic paper (business design), based the problem of interest gained from ones own practical experience and social experience, developing the business model and plan with novelty, feasibility, and sociality.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, tex tbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG735](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG735)

Course Title	Study of Master's Thesis B		
Instructor	Katayama Ikuo		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper (business research) or a master's academic paper (business design)

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master's academic paper (business research) or a master's academic paper (business design) following Study of Maser's Thesis A .

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG736](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG736)

Course Title	Study of Master's Thesis A		
Instructor	Adachi Mitsuru		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Advising on the creation of a master's academic paper.

#### Course Contents

- Academic paper theme setting
- Business Plan
- Market research
- Feasibility study
- Operation planning

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG739](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG739)

Course Title	Study of Master's Thesis B		
Instructor	Adachi Mitsuru		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Advising on the creation of a master's academic paper.

#### Course Contents

- Academic paper theme setting
- Business Plan
- Market research
- Feasibility study
- Operation planning

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG740](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG740)

Course Title	Study of Master's Thesis A		
Instructor	Takaoka Mika		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

As the last step in the life of a graduate student, the goal is to create a master's academic paper that makes use of societal experience.

#### Course Contents

Teaching staff specializes in distribution theory, retail marketing, and branding for consumer goods manufacturers. They provide guidance based on this knowledge and experience.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG743](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG743)

Course Title	Study of Master's Thesis B		
Instructor	Takaoka Mika		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

As the last step in the life of a graduate student, the goal is to create a master's academic paper that makes use of societal experience.

#### Course Contents

Teaching staff specializes in distribution theory, retail marketing, and branding for consumer goods manufacturers. They provide guidance based on this knowledge and experience.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG744](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG744)

Course Title	Study of Master's Thesis A		
Instructor	Furukawa Eiichi		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to Teach how to write a master academic paper (business research) on a theme related to M&A chosen by the student, or to create a master academic paper (business design) which is formulated as a specific business model/plan for entrepreneurship and new business creation.

#### Course Contents

Based on a theme related to M&A, the course aims to decide a study theme of an academic paper by the individual consultation with the student such as the study of the economic role that M&A serves, the case study on M&A, the planning of implementing the M&A strategy, and so on.

Also, the aim of this business design course is to conceptualize a business with novelty, feasibility, and sociality as a completion study, and to formulate it as a concrete business model and plan.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG751](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG751)

Course Title	Study of Master's Thesis B		
Instructor	Furukawa Eiichi		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to Teach how to write an academic paper on a theme related to M&A chosen by the student.

#### Course Contents

The course aims to discuss the study theme chosen by the student with the student such as the study of the economic role that M&A serves, the case study on M&A, the planning of implementing the M&A strategy, and so on, and teach how to complete an academic paper.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG752](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG752)



Course Title	Study of Master's Thesis A		
Instructor	Yamazaki Kyoko		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal of this course is to prepare for MBA research by reviewing the previous research and clarifying research design to complete paper (business research or business plan).

#### Course Contents

Each participant brings a draft of the research plan to investigate the "research question" by deepen discussion with colleagues.

Bring in previous research and data to explore your own "research question" and form the whole picture of research design.

2 to 3 participants will make a presentation for the progress of the research (depending on the number of presenters), and hold a general discussion.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG755](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG755)

Course Title	Study of Master's Thesis B		
Instructor	Yamazaki Kyoko		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal of this course is to finalize for MBA research by analyzing data, writing papers, and preparing the presentation to complete paper (business research or business plan).

#### Course Contents

Each participant brings own progress of the research, and discusses with colleagues deeply and logically.  
2 to 3 participants will make a presentation for the progress of the research (depending on the number of presenters), and hold a general discussion.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG756](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG756)

Course Title	Study of Master's Thesis A		
Instructor	Akino Shoji		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper through the collection and reading comprehension of many academic sources, the preparation of the text of the dissertation by clarifying the research theme, defining the chapter structure, collecting and analyzing many sources.

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master academic paper (business research). In this class, we will learn the below points; understanding many academic sources and the state of research subjects; clarifying the research theme and issues; defining each chapter structure; collecting and organizing academic sources, necessary data and arguments; and writing the paper. To this end, the individual research will be advanced in stages through guidance from the supervisor and discussions on each student's progress report with other faculty members and students. Before the end of the spring semester, clarifying the issues to prepare for the summer vacation and the fall semester based on the comments, and write the papers, and determining a schedule for it.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG757](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG757)

Course Title	Study of Master's Thesis B		
Instructor	Akino Shoji		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Writing a master's academic paper through the collection and reading comprehension of many academic sources, the preparation of the text of the dissertation by clarifying the research theme, defining the chapter structure, collecting and analyzing many sources.

#### Course Contents

The purpose of this class is to provide research paper guidance for writing a master academic paper (business research). The individual research will be advanced in stages through guidance from the supervisor and discussions on each student's progress report with other faculty members and students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG758](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG758)

Course Title	Study of Master's Thesis A		
Instructor	Wada Yoshiaki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to write a business research or a business design as the master's academic paper.

#### Course Contents

In order to enhance the future career development of each student, this course sets the appropriate theme focused on the individual business experience, special interest field and past academic career.

Toward the research paper, students are expected to analyze the current status of the target topics, study the previous academic paper, then set research question and make their research plan. Toward the business plan, students are expected to assess the business opportunity in their mind, then make the business model and evaluate the business environment, monetize method and profitability of the plan.

During the session, students are expected to work with other students. Based upon their suggestion, instructor provides support to ensure the research/business planning process for the final goal in the fall terms.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG759](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG759)

Course Title	Study of Master's Thesis B		
Instructor	Wada Yoshiaki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to write a business research or a business design as the master's academic paper.

#### Course Contents

In order to enhance the future career development of each student, following the outcome from the academic works since spring term, students are expected to set the work plan necessary to produce higher quality paper.

Reviewing the updated status of research plan, or business plan which was set during the spring term, we consider the next step towards the goal and consider the necessity of additional research or fine tuning on the work plan,

Based upon the series of review, students are expected to set the proper process to complete the master thesis with good quality. In addition, instructor provides basic skills for students to deliver presentation and perform better.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG760](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG760)

Course Title	Study of Master's Thesis A		
Instructor	Tanaka Michiaki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal is to advise on the research theme of the business plan, concept of the structure and its contents, examination of the analysis method, etc. We consistently provide lectures & work on the collection and analysis of prior research, the creation of the whole structure through the use of the framework, quantitative and qualitative analysis methods, business plan creation methods, etc. We also offer individual guidance as needed.

#### Course Contents

We would like to teach via a business plan for completion research as instructors. It is a business plan that takes into consideration grand design. Grand design means depicting the state, society, business, and enterprise from a perspective that is broad and grandiose, based on a view of the world and history and clearly show the whole picture and the components of it. The important thing to note in grand design is not only to indicate the whole picture and the components, but also to make all efforts to disseminate the philosophy to the details of the products and services that are being offered. The core of grand design is to build your own worldview, mission vision, and identity based on thorough analysis and insight. "What is the situation in the world right now, and what is the position of the state, society, and industry in which we are located?", "what role are we requested to play/should play", "what are we going to do according to that role?", and then grand design is "how do we want to be?" and it also must be something that is a self-fulfilling goal. In other words, it must be the presentation of the idea that "we want to be like this". It is challenging when presenting because it is an ideal presentation of a goal of self-realization of oneself, and grand design inspires oneself and the people around them and shows great power. In Japan currently, where the population is decreasing, the population structure is changing greatly, and the sense of stagnation is strong, it is not enough to rebuild the business a small step at a time for organizations and people to continue to contribute to the society in the long term and it is necessary to reconsider grand design and create new value through true innovation. It is important to take seriously the original meaning of life given to people, but that is grand design itself. Even if we try to improve a conventional strategy, let alone at a tactical level, the long-term prosperity will no longer be there. Regardless of the field or industry you aspire to, ask again in a simple and honest way "who am I/what are my goals/what am I aiming for?" We wish to sincerely welcome students who wish to realize the idea of "I want to be like this" through the completion of the research business plan.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG763](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG763)

Course Title	Study of Master's Thesis B		
Instructor	Tanaka Michiaki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal is to advise on the research theme of the business plan, concept of the structure and its contents, examination of the analysis method, etc. We consistently provide lectures & work on the collection and analysis of prior research, the creation of the whole structure through the use of the framework, quantitative and qualitative analysis methods, business plan creation methods, etc. We also offer individual guidance as needed.

#### Course Contents

We would like to teach via a business plan for completion research as instructors. It is a business plan that takes into consideration grand design. Grand design means depicting the state, society, business, and enterprise from a perspective that is broad and grandiose, based on a view of the world and history and clearly show the whole picture and the components of it. The important thing to note in grand design is not only to indicate the whole picture and the components, but also to make all efforts to disseminate the philosophy to the details of the products and services that are being offered. The core of grand design is to build your own worldview, mission vision, and identity based on thorough analysis and insight. "What is the situation in the world right now, and what is the position of the state, society, and industry in which we are located?", "what role are we requested to play/should play", "what are we going to do according to that role?", and then grand design is "how do we want to be?" and it also must be something that is a self-fulfilling goal. In other words, it must be the presentation of the idea that "we want to be like this". It is challenging when presenting because it is an ideal presentation of a goal of self-realization of oneself, and grand design inspires oneself and the people around them and shows great power. In Japan currently, where the population is decreasing, the population structure is changing greatly, and the sense of stagnation is strong, it is not enough to rebuild the business a small step at a time for organizations and people to continue to contribute to the society in the long term and it is necessary to reconsider grand design and create new value through true innovation. It is important to take seriously the original meaning of life given to people, but that is grand design itself. Even if we try to improve a conventional strategy, let alone at a tactical level, the long-term prosperity will no longer be there. Regardless of the field or industry you aspire to, ask again in a simple and honest way "who am I/what are my goals/what am I aiming for?" We wish to sincerely welcome students who wish to realize the idea of "I want to be like this" through the completion of the research business plan.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG764](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG764)



Course Title	Study of Master's Thesis A		
Instructor	Aobuchi Masayuki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Acquire the basic knowledge and skills necessary for writing a master's academic paper.

#### Course Contents

In order to write a master's academic paper, we will look at a narrowed down research theme and guide you on how to collect literature and materials according to it. The one that seems like it will be a prior research from among them is selected, and after reading in turns and discussing, guidance on the way of summarizing prior research is performed. Then, guidance on the composition (collation) of the master's academic paper is performed.

Finally, PC skills (functions such as Word and Excel) that are required for writing a master's academic paper and the use of available databases are explained.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG765](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG765)

Course Title	Study of Master's Thesis B		
Instructor	Aobuchi Masayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The composition of the academic paper is confirmed and various guidance on the writing is performed.

#### Course Contents

The research theme in this seminar is based on management analysis research and accounting research (can be used for research in surrounding fields).

This course will focus on the selection of research themes that may have been completed by the spring semester, review of prior research, and review of chapters as a basis for the guidance on the writing of a masters academic paper.

Two types of guidance methods are performed, group and individual guidance. In group guidance, various viewpoints are incorporated into the research through oral presentation of the contents of each chapter and questions, and the point of dispute is arranged in individual guidance.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG766](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG766)

Course Title	Study of Master's Thesis A		
Instructor	Shimokawa Tomohiro		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to help students improve their academic writing, especially of research papers.

#### Course Contents

This course aims to advise students in writing a paper. The course introduces fundamental concepts of academic writing including audience, purpose, organization, style, flow, and presentation, with a special focus on helping students construct research papers.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG767](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG767)

Course Title	Study of Master's Thesis B		
Instructor	Shimokawa Tomohiro		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The purpose of this course is to help students improve their academic writing, especially of research papers.

#### Course Contents

This course aims to advise students in writing a paper. The course introduces fundamental concepts of academic writing including audience, purpose, organization, style, flow, and presentation, with a special focus on helping students construct research papers.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG768](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG768)

Course Title	Study of Master's Thesis A		
Instructor	Kwak Yangchoon		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Acquire the basic knowledge and skills necessary for writing a master's academic paper.

#### Course Contents

In order to write a master's thesis, consider setting and narrowing down the research theme. In addition, guidance will be given on how to collect literature, materials, and case studies necessary for writing a thesis. In order to deepen the content of the research theme, reading and discussion are conducted. In addition, guidance will be given on the composition (chapter setting) of the master's thesis.

At that time, we will also provide guidance on the manners and precautions necessary for writing a thesis. We also provide support for students who need fieldwork and research.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG769](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG769)

Course Title	Study of Master's Thesis B		
Instructor	Kwak Yangchoon		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Confirm the theme and structure of the master's thesis, and provide guidance necessary for writing the thesis.

#### Course Contents

The research themes dealt with in this exercise include economics, the Asian economy, entrepreneurship, and social business. Guidance will be provided for the preparation of the master's thesis based on the selection of the research theme that the student has considered, the review of previous research, and the consideration of chapters.

There are two methods of instruction: group instruction and individual instruction. Group guidance incorporates diverse perspectives into research through oral presentations and question-and-answer sessions on the content of each chapter, while individual guidance organizes points of discussion.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG770](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG770)

Course Title	Study of Master's Thesis A		
Instructor	Fukui Yasuko		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

This class provides support and advice for writing a master's thesis or developing a business plan

#### Course Contents

Differences between a master's thesis and a thesis or report

Writing plan, handling of previous research

Establishing themes, hypotheses and proofs, methodology, data and resources

Market forecasting, demand forecasting, income and expenditure calculations

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG771](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG771)

Course Title	Study of Master's Thesis B		
Instructor	Fukui Yasuko		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

This class provides support and advice for writing a master's thesis or developing a business plan

#### Course Contents

Confirmation of analysis methods, examination of statistical treatment of data, confirmation of paper structure, organization of literature, and confirmation of description methods

Review the validity of the plan, practice presentation

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG772](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG772)



Course Title	Study of Master's Thesis A		
Instructor	Hirai Naoki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Preparation of a master's academic paper or a business plan.

#### Course Contents

We provide research paper guidance for writing and preparing a master's academic paper and business plan.

For the master's academic paper, we will first clarify the problem awareness and narrow down the theme, and then proceed with advanced research.

For business plans, we will consider the model and framework that the plan is based on, as well as conduct industry analysis and research.

Classes are held in the form of group seminars, with the goal of understanding things in a multi-faceted and logical way, and instructions are provided through ones own reports and discussions.

The class plan is just a guide and it is adjusted according to the progress of each student.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG773](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG773)

Course Title	Study of Master's Thesis B		
Instructor	Hirai Naoki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Preparation of a master's academic paper or a business plan.

#### Course Contents

In the fall semester we will provide guidance for the completion of a master's academic paper and business plan.

After the presentation of the research results during the summer vacation, we will proceed with the elaboration and verification of the academic paper/plan.

We will also perform mock exercises for oral examination and plan presentations 1 month after submission.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG774](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG774)

Course Title	Study of Master's Thesis A		
Instructor	Abe Hirohide		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Advising on the creation of a master's academic paper.

#### Course Contents

- Academic paper theme setting
- Market and customer analysis
- Business model development
- Assumptions
- Market research
- Researches
- Operation planning
- Marketing strategy
- Feasibility study
- Risk management and exit strategy

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG775](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG775)

Course Title	Study of Master's Thesis B		
Instructor	Abe Hirohide		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Advising on the creation of a master's academic paper.

#### Course Contents

- Academic paper theme setting
- Market and customer analysis
- Business model development
- Assumptions
- Market research
- Researches
- Operation planning
- Marketing strategy
- Feasibility study
- Risk management and exit strategy

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG776](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG776)

Course Title	Study of Master's Thesis A		
Instructor	Yasuda Naoki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Provide advice and guidance for creating business research and business designs.

#### Course Contents

Research topics are determined based on each individual's problem awareness, but the faculty specializes in quantitative empirical research on corporate strategy based on macro-organizational theory and strategy theory. The academic paper consists of the following processes: (1) formulation of the research question, (2) review of previous studies, (3) theory and hypothesis development, (4) interview survey and case analysis, (5) data collection, (6) data analysis, and (7) drawing of conclusions. In the case of "case study analysis", (5) and (6) are excluded. In this course, a lecture on what a thesis is is given at the beginning. This course is planned to be seminar-style, but this will be decided after consultation with the students depending on the number of students. The content and time of instruction will be flexible according to the progress and schedule of the students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG779](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG779)

Course Title	Study of Master's Thesis B		
Instructor	Yasuda Naoki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Provide advice and guidance for creating business research and business designs.

#### Course Contents

Research topics are determined based on each individual's problem awareness, but the faculty specializes in quantitative empirical research on corporate strategy based on macro-organizational theory and strategy theory. The academic paper consists of the following processes: (1) formulation of the research question, (2) review of previous studies, (3) theory and hypothesis development, (4) interview survey and case analysis, (5) data collection, (6) data analysis, and (7) drawing of conclusions. In the case of "case study analysis", (5) and (6) are excluded. This course is expected to cover everything from the examination of research methods to the drawing of conclusions. This course is planned to be seminar-style, but this will be decided after consultation with the students depending on the number of students. The content and time of instruction will be flexible according to the progress and schedule of the students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG780](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG780)

Course Title	Study of Master's Thesis A		
Instructor	Shoji Takayuki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Acquire the knowledge and skills necessary to complete a master's academic paper.

#### Course Contents

In this discipline, the fundamental interest is to study modern problems, especially globalization and innovation creation, as well as to arrange theoretical development and the main theories of Organizational Management.

Moreover, we will guide students who have an interest in the following areas:

- 1) Research on current issues in hospitality business
- 2) Comparative study of international management of hospitality business
- 3) Research on new businesses in the fields of hospitality business
- 4) Research on luxury business as a new area of tourism research
- 5) Research on corporate organization
- 6) Research on the relationship between organizations and society
- 7) Research on the relationship between organizations and individuals

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG787](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG787)

Course Title	Study of Master's Thesis B		
Instructor	Shoji Takayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

Acquire the necessary knowledge and skills to complete a master's academic paper.

#### Course Contents

In this discipline, the fundamental interest is to study modern problems, especially globalization and innovation creation, as well as to arrange theoretical development and the main theories of Organizational Management.

Moreover, we will guide students who have an interest in the following areas:

- 1) Research on current issues in hospitality business
- 2) Comparative study of international management of hospitality business
- 3) Research on new businesses in the fields of hospitality business
- 4) Research on luxury business as a new area of tourism research
- 5) Research on corporate organization
- 6) Research on the relationship between organizations and society
- 7) Research on the relationship between organizations and individuals

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG788](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG788)



Course Title	Study of Master's Thesis A		
Instructor	Noda Kentaro		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal of this course is to enhance the specialized knowledge of students for writing a master's academic paper.

#### Course Contents

In this study, we will focus on analyzing actual corporate information from a multi-faceted perspective, make a report based on each research topic and research plan, and will discuss it with all of the participants. In Research Studies Seminar of Business Planning A, an emphasis will be placed on the significance and clarification of the theme, while keeping in mind the entirety of 1 through 14 of the following.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG789](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG789)

Course Title	Study of Master's Thesis B		
Instructor	Noda Kentaro		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6020	Language	Japanese

#### Course Objectives

The goal of this course is to further enhance the specialized knowledge of students for writing a master's academic paper.

#### Course Contents

In this class, we will focus on analyzing actual corporate information from a multi-faceted perspective, make a report based on each research topic and research plan, and will discuss with all of the participants. In Research Studies Seminar of Business Planning B, the focus will be on specific studies for writing of an academic paper, while keeping in mind the entirety of 1 through 14 of the following.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VG790](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VG790)

Course Title	Special Seminar on Hospitality Design 4B		
Instructor	Shoji Takayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Through an internship as a management professional

1. To deepen the understanding of the theories and frameworks of business management studies
2. To deepen the practical understanding of various areas of business management
3. To deepen the understanding of careers as highly-skilled management professionals
4. To identify your own study goals in graduate school.

#### Course Contents

Student selection and preparatory training will take place during the spring semester and students will be sent to respective companies as interns during or after the summer break. The duration of the internship will be 3 months to 6 months. A debriefing session will be conducted in the fall semester.

Although this course is scheduled for the fall semester, candidates wishing to enroll need to apply during the entry period which begins in late-April.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH198](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH198)

Course Title	Economics of Health Care		
Instructor	Yagi Maiko		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

The aim of this lecture is to understand matters necessary to carry out activities in and around the health care system and nursing care field.

#### Course Contents

Medical and nursing care service industry in Japan, based on universal health insurance, contribute to the health attainment of the Japanese people and are highly regarded overseas. However, there are many issues that need to be addressed, such as the establishing a comprehensive community care system by 2025 and the improving productivity through medical and welfare service reform, which is a policy issue for the 2040 problem. In the first place, the medical and nursing care fields involves various issues, such as the allocation of medical resources, and therefore the system design is important.

Effective use of limited medical resources required the understanding of the demand side, such as patients, their families, and the public. In addition, health care providers on the supply side need to understand the institutions, policies, and economic characteristics. In addition, we should understand the concept of new competitive standards aimed at maximizing the value of health care, and learn the ability to analyze the overall environment and take organizational strategies.

Therefore, the purpose of this lecture is to provide a comprehensive understanding of all the knowledge necessary to conduct activities in the medical and nursing care and related fields.

The lecture will be structured around discussions by the participants based on the issues presented in the lecture.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH211](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH211)

Course Title	Management of Health Care		
Instructor	Yagi Maiko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

The aim of this lecture is to understand the organizational management in medical institutions and nursing homes from a wide managerial perspective.

#### Course Contents

Medical institutions and nursing care facilities are forced to change their vision and strategies in responses to rapid changes in the external environment, such as the revision of universal health care fee in every few years. In addition, because of the large number of professional providers, there are difficulties in managing both individual career development and organizational governance.

On the other hand, medical institutions have not sufficiently addressed organizational problems in the name of the special nature of medicine. There are many situations where general corporate initiatives can be applied, such as quality control of medical care, but it is not sufficient. In addition, there is an increasing need for multifaceted operations with a focus on the essentials, not only in hospitals but also in clinics and long-term care facilities.

In this lecture, we will discuss strategy-based organizational management in the medical care field.

The lecture will be structured around discussions by the participants based on the issues presented in the lecture.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH212](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH212)

Course Title	Accounting (OD)		
Instructor	Aobuchi Masayuki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The role of accounting in corporations and the calculation structure of commercial transactions are studied

#### Course Contents

The corporation decides the management plan based on an idea and vision, and performs exchange trade with other companies. The transaction contents are recorded and accumulated in the currency unit. When a certain period of time has passed, corporations arrange the contents of accumulated transactions into financial statements. That is, the financial statement is a table which shows the result of business activity in a fixed period, and it is also the voice of the manager.

In this lecture, the goal is to focus on financial statements that have been compiled from the results of corporate management and to understand its structure and process of creation.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH501](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH501)

Course Title	Accounting (OD)		
Instructor	Aobuchi Masayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The role of accounting in corporations and the calculation structure of commercial transactions are studied

#### Course Contents

The corporation decides the management plan based on an idea and vision, and performs exchange trade with other companies. The transaction contents are recorded and accumulated in the currency unit. When a certain period of time has passed, corporations arrange the contents of accumulated transactions into financial statements. That is, the financial statement is a table which shows the result of business activity in a fixed period, and it is also the voice of the manager.

In this lecture, the goal is to focus on financial statements that have been compiled from the results of corporate management and to understand its structure and process of creation.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH506](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH506)

Course Title	Cost Accounting (OD)		
Instructor	Aobuchi Masayuki		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

How to calculate the cost of manufacturing a product is studied.

#### Course Contents

The manufacturing industry produces products by combining tangible and intangible resources such as raw materials and workers that are involved in manufacturing, and through those sales have contributed to the formation of the wealth of society. When selling a product, you will receive compensation, but how much should the compensation be set at?

The cost for producing the product is called the manufacturing cost, and it is utilized as useful information for deciding the selling price. In this lecture, the goal is to understand the basic structure of the manufacturing cost calculation method.

Also, standard cost accounting and direct cost accounting are taken up, and the basics of cost management are studied.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH511](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH511)



Course Title	Cost Accounting (OD)		
Instructor	Aobuchi Masayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

How to calculate the cost of manufacturing a product is studied.

#### Course Contents

The manufacturing industry produces products by combining tangible and intangible resources such as raw materials and workers that are involved in manufacturing, and through those sales have contributed to the formation of the wealth of society. When selling a product, you will receive compensation, but how much should the compensation be set at?

The cost for producing the product is called the manufacturing cost, and it is utilized as useful information for deciding the selling price. In this lecture, the goal is to understand the basic structure of the manufacturing cost calculation method.

Also, standard cost accounting and direct cost accounting are taken up, and the basics of cost management are studied.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH516](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH516)

Course Title	Introduction to Corporate Finance (OD)		
Instructor	Shimokawa Tomohiro		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

If you want to advance in your career, you'll need to make smart financial decisions and develop the confidence to clearly communicate those decisions to others. This program offers invaluable learning opportunities for non-financial managers, regardless of how much industry experience they may have. The course curriculum provides fundamental concepts of the global standard in finance theory. The concepts developed in introduction to finance theory form the foundation for all elective courses.

#### Course Contents

This course reviews the basic concepts and tools of finance for the purpose of decision making. The main topics include: 1) the time value of money and uncertainty and models of risk and return; 2) investment decision-making, portfolio management and capital asset pricing model; 3) optimal capital structure; 4) dividend policy decisions; 5) corporate governance; 6) behavioral finance.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH521](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH521)

Course Title	Introduction to Corporate Finance (OD)		
Instructor	Shimokawa Tomohiro		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

If you want to advance in your career, you'll need to make smart financial decisions and develop the confidence to clearly communicate those decisions to others. This program offers invaluable learning opportunities for non-financial managers, regardless of how much industry experience they may have. The course curriculum provides fundamental concepts of the global standard in finance theory. The concepts developed in introduction to finance theory form the foundation for all elective courses.

#### Course Contents

This course reviews the basic concepts and tools of finance for the purpose of decision making. The main topics include: 1) the time value of money and uncertainty and models of risk and return; 2) investment decision-making, portfolio management and capital asset pricing model; 3) optimal capital structure; 4) dividend policy decisions; 5) corporate governance; 6) behavioral finance.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH526](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH526)

Course Title	Statistics (OD)		
Instructor	Takeuchi Jo		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

The purpose of this course is to acquire the standard knowledge of probability theory and statistics. As this course includes elementary contents, we recommend that students who already have sufficient knowledge take higher-level courses.

#### Course Contents

In this course, we learn probabilities, data organization, probability distributions, statistical estimations and testing. Students will confirm and understand the meanings of statistical terms commonly found in various documents, such as correlation coefficients, normal distributions, statistical inferences, and hypothesis testing.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH531](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH531)

Course Title	Statistics (OD)		
Instructor	Takeuchi Jo		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

The purpose of this course is to acquire the standard knowledge of probability theory and statistics. As this course includes elementary contents, we recommend that students who already have sufficient knowledge take higher-level courses.

#### Course Contents

In this course, we learn probabilities, data organization, probability distributions, statistical estimations and testing. Students will confirm and understand the meanings of statistical terms commonly found in various documents, such as correlation coefficients, normal distributions, statistical inferences, and hypothesis testing.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH536](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH536)

Course Title	Regional Economics for Tourism 1		
Instructor	Adachi Mitsuru		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

By examining the relationship between the area strategy of urban hotels and the local economy in urban areas, we will clarify the ideal state of tourism in area management.

Understand the business structure and characteristics of the lodging industry centered on hotels in urban areas.

#### Course Contents

Based on the business model of urban hotels (mainly lodging-oriented categories), we will consider the relationship between the area strategy of urban hotels and the regional economy in urban areas based on case studies.

Guest speakers may be invited

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH836](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH836)

Course Title	Regional Economics for Tourism 2		
Instructor	Adachi Mitsuru		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

We will clarify the ideal form of tourism in area management by considering the relationship between hotel area strategy and regional economy in urban areas including regional cities.  
Understand the business structure and characteristics of the lodging industry centered on hotels in urban areas.

#### Course Contents

Based on the business model of urban hotels (mainly lodging-oriented categories), we will consider the relationship between the area strategy of urban hotels and the regional economy in urban areas based on case studies.  
Guest speakers may be invited

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH838](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH838)

Course Title	Urban Management design 1		
Instructor	Fukui Yasuko		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

In an era where population decline and shrinkage will be the default, ways of urban development should and must change. In this class, we will take a different approach to city planning, examining in detail the challenges faced by various villages and towns around the world to find hints for the future of urban planning in Japan.

#### Course Contents

Since Urban Management 1 and 2 are independent, it is possible to take only one of them.

Many cities are no longer expected to grow in a conventional way and are searching for a new way of development. What awaits us after industrial decline, how to overcome hardships such as economic contraction and disasters, and how to promote urban development in the midst of financial contraction?

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH871](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH871)



Course Title	Urban Management design 2		
Instructor	Fukui Yasuko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

The significance of sustainable cities and compact cities, as well as their specific elements and formation process, will be explored, and the nature of their development will be examined. In the latter half of the class, we will look at examples of unique Japanese attempts at city planning from the new perspective of "localization".

#### Course Contents

Urban Management 1 and 2 are independent, and it is possible to take only one of them.

In 2, we will take up Portland, a world-renowned successful sustainable city, and analyze it from various perspectives to find out the essence of its development. We will also analyze the historical turning points and background, and analyze the key points of city planning that can be applied to Japan as well, without relying on automobiles. In the latter, we will focus on several Japanese case studies to learn a new perspective of "localization".

It also explores the unique culture behind the growth process of Portland, which is also renowned as the world's most desirable city to live in, and provides suggestions for urban development in Japan.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH873](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH873)

Course Title	Tourist Site Management 1		
Instructor	Sawanobori Tsuguhiko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

We will examine at various angles whether tourism can become a basic industry of the country, and an industry of growth for the local areas. In the regions of Japan, there are many issues such as an aging population, a declining production age, and a low birth rate. Therefore, we will acquire a large number of measures for the development of the local economy through tourism, which will also lead to the ability to manage as a regional tourism leader. As a "regional producer, regional revitalization producer", we will master a practical perspective and ability to lead the region.

#### Course Contents

Please take both Tourist Site Management 1 and 2.

We will perform practical lectures based on research, investigation, and case studies, and discussions based on the contents of the lectures to explore the root cause of the problems, and acquire solutions through actual regional cases. We also plan to provide information for our guests and lecturers.

How can tourism and regional power revive tourist destinations and regions? This is a class where you can learn those practical skills. Consumers are getting bored of current travel destination, and they are beginning to look at tourist spots and areas that are not famous tourist spots. A person who can match that is necessary in the local area. It is a must take for those who want to do regional activity work through I-turn, U-turn in the region, and those who want to support the region through the tourism industry. In this class, we will polish what is necessary for the region, and use the practical research and approaches of the "Jalan Research Center", which is a research institute of the travel department of Recruit. We will continue to move forward through informational sessions and dialogues. Learn and revitalize local areas together!

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH885](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH885)

Course Title	Tourist Site Management 2		
Instructor	Sawanobori Tsuguhiko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

We will examine at various angles whether tourism can become a basic industry of the country, and an industry of growth for the local areas. In the regions of Japan, there are many issues such as an aging population, a declining production age, and a low birth rate. Therefore, we will acquire a large number of measures for the development of the local economy through tourism, which will also lead to the ability to manage as a regional tourism leader. As a "regional producer, regional revitalization producer", we will master a practical perspective and ability to lead the region.

#### Course Contents

Please take both Tourist Site Management 1 and 2.

We will perform practical lectures based on research, investigation, and case studies, and discussions based on the contents of the lectures to explore the root cause of the problems, and acquire solutions through actual regional cases. We also plan to provide information for our guests and lecturers.

How can tourism and regional power revive tourist destinations and regions? This is a class where you can learn those practical skills. Consumers are getting bored of current travel destination, and they are beginning to look at tourist spots and areas that are not famous tourist spots. A person who can match that is necessary in the local area. It is a must take for those who want to do regional activity work through I-turn, U-turn in the region, and those who want to support the region through the tourism industry. In this class, we will polish what is necessary for the region, and use the practical research and approaches of the "Jalan Research Center", which is a research institute of the travel department of Recruit. We will continue to move forward through informational sessions and dialogues. Learn and revitalize local areas together!

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH887](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH887)

Course Title	Urban Economics 1		
Instructor	Dewit, andrew		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

**Course Objectives****Course Contents****Others**

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH889](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH889)

Course Title	Urban Economics 2		
Instructor	Dewit, andrew		
Semester	Fall Semester	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

Course Objectives

Course Contents

Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH890](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH890)

Course Title	Tourism Industry Management 1		
Instructor	Nishimura Go		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

The subject of this discipline is related to Tourism Industry Management 2. First, in this discipline, we will learn the basic theory of Economics of Tourism necessary for analysis of Tourism Management and create a basis of Tourism Management research through macro analysis of related world markets.

#### Course Contents

In this discipline, the related basic theory from the traffic of Economics viewpoint and the present state and problems of the world are explained, keeping in mind international flights and the modern cruises, which are the most important traffic modes for the Japan tourism industry.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH896](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH896)

Course Title	Tourism Industry Management 2		
Instructor	Nishimura Go		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Utilizing the knowledge of tourism economics and transport economics acquired in tourism management research 1, which is a linked subject, we will discuss issues for post-corona, targeting international airlines and modern cruises, which are the main modes of international tourism in Japan.

#### Course Contents

Through the analysis of the transition of deregulation of international traffic, which is the main mode of transportation for international tourism in Japan, and the new transportation business model of LCC and modern cruises, we will learn a wide range of cutting edge movements of international flights and modern cruises.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VH898](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VH898)

Course Title	Business Simulation		
Instructor	Furukawa Eiichi/Yasuda Naoki/Aobuchi Masayuki/Hanatani Masahiro		
Semester	Spring Semester	Credit	4 Credits
Course Number	BDS5010	Language	Japanese

#### Course Objectives

Students will learn empirically about the corporate business conceptualization process in order to develop the creative conceptualization, logical analysis skills necessary for creative management generalists, "business creators".

#### Course Contents

The purpose of this course is to empirically study the business conceptualization process of companies in order to cultivate creative conceptualization, logical analysis skills necessary for creative management generalists, or "business creators". The course consists of theoretical lectures and workshops on the business conceptualization process in the first half and business plan formulation in the second half.

Although the business conceptualization process is difficult to formulate, the problems that must be analyzed and the issues that must be considered in the concrete implementation of the conceptualization process have been theoretically clarified, and methodologies on how to proceed with the analysis of such problems and consideration of issues have been accumulated. In the first seven weeks of the course, students will learn the process of new business conceptualization of companies theoretically, and also learn the process experientially through group work.

In the second half of the seven-week period, students will use the knowledge and skills they gained in the first half of the program to select a specific company as a case study and work on the concept of a new business plan as a new business creator based on the company's management resources and business environment. A shift in thinking and new ideas come from the exchange of different perspectives and thinking frameworks. The conceptualization of a new business will require the discovery of new problems and the creation of new values. In this class, we will experience the process of realizing creative business concepts through intellectual interaction among members with different knowledge, experiences, and values, and aim to acquire creative business conceptualization skills as "business creators".

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL001](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL001)



Course Title	Business Simulation		
Instructor	Yamanaka Nobuhiko/Saito Akira/Shoji Takayuki/Hanatani Masahiro		
Semester	Spring Semester	Credit	4 Credits
Course Number	BDS5010	Language	Japanese

#### Course Objectives

Students will learn empirically about the corporate business conceptualization process in order to develop the creative conceptualization, logical analysis skills necessary for creative management generalists, "business creators".

#### Course Contents

The purpose of this course is to empirically study the business conceptualization process of companies in order to cultivate creative conceptualization, logical analysis skills necessary for creative management generalists, or "business creators". The course consists of theoretical lectures and workshops on the business conceptualization process in the first half and business plan formulation in the second half.

Although the business conceptualization process is difficult to formulate, the problems that must be analyzed and the issues that must be considered in the concrete implementation of the conceptualization process have been theoretically clarified, and methodologies on how to proceed with the analysis of such problems and consideration of issues have been accumulated. In the first seven weeks of the course, students will learn the process of new business conceptualization of companies theoretically, and also learn the process experientially through group work.

In the second half of the seven-week period, students will use the knowledge and skills they gained in the first half of the program to select a specific company as a case study and work on the concept of a new business plan as a new business creator based on the company's management resources and business environment. A shift in thinking and new ideas come from the exchange of different perspectives and thinking frameworks. The conceptualization of a new business will require the discovery of new problems and the creation of new values. In this class, we will experience the process of realizing creative business concepts through intellectual interaction among members with different knowledge, experiences, and values, and aim to acquire creative business conceptualization skills as "business creators".

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL003](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL003)

Course Title	Consulting Methods 1		
Instructor	Hirai Naoki/Tezuka Sadaharu/Shibata Toru/Aobuchi Masayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

Learn about the consulting process for small and medium sized businesses and establish your own methods

#### Course Contents

In this discipline, you will experience the consulting process with the cooperation of the management of real small and medium sized businesses and the goal is to acquire a 2nd method for proposing a business plan that is similar to a start up business.

Since this discipline is intended to have a research and education effect only when it is combined with "Consulting Methods 2", it is required to take this course in combination with Consulting Methods 2.

In this discipline, which is the first half of the consulting process, we will focus on macro-related surveys and research, such as market trends, industry trends, and technological trends in the industry to which the partner companies belong. The students will form a team of several people for each company and the results of the surveys and research will be published in the interim and final reports. Since team research is the main focus, it is necessary to have time to gather the results of the surveys and research that you have shared, and to discuss and arrange them, in addition to the time limit indicated in the timetable.

In addition, for the relationship of the response capabilities of the partner companies, up to 12 students are selected.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL091](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL091)

Course Title	Consulting Methods 2		
Instructor	Hirai Naoki/Tezuka Sadaharu/Shibata Toru/Aobuchi Masayuki		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

Learn about the process of consulting for small and medium sized enterprises (practical edition)

#### Course Contents

This discipline picks up after Consulting Methods 1. The final objective is to provide consulting services to partner companies and make specific proposals (new business proposals, improvement proposals, etc.). It is necessary to make proposals to the company with a thorough understanding of the company's resources, such as products, services, location, facilities, and employee status. As necessary, hearings and opinions will be exchanged with managers and, while checking the direction of the proposal, we will finish the practical proposal content. In addition, since team research is the main focus, it is necessary to have time to gather the results of the surveys and research that you have shared, and to discuss and arrange them, in addition to the period indicated in the timetable.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL092](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL092)

Course Title	Business and Management in Japan		
Instructor	Yamanaka Nobuhiko		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS5000	Language	Japanese

#### Course Objectives

The purpose of this course is to understand the characteristics and realities of Japanese corporate management through the reading of research papers and research reports based on empirical surveys.

#### Course Contents

The purpose of this course is to understand the actual situation of Japanese companies and the characteristics of corporate management. In addition, the course aims to provide students with practical training on how to proceed with their studies in graduate school through the actual collection of materials and the use of databases.

In order to recognize the actual situation properly, it is necessary to be aware of one's own prejudices and preconceptions, to have a critical perspective on common sense and prior research, to formulate hypotheses from a free perspective, and to verify them based on facts. In this class, I would like to learn about these methodologies through understanding the characteristics and realities of corporate management in Japan.

Specifically, we will take up empirical studies and research reports on the actual state of corporate management and the characteristics of the employment system in Japan, and through reading them, we will understand and critically examine the actual state of Japanese companies and their management. Each student will be responsible for reporting on some or all of the research papers and technical books used as textbooks. Students are expected to be actively involved in the course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL111](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL111)

Course Title	Business Law 1		
Instructor	Ono Masafumi		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

In this Course, we aim enable students to understand the characteristics of the problems that companies face in transactions and organizational management through various legal issues surrounding "company" in relation to corporate activities in socio-economic society, and to learn basic skills leading to legal analysis methods and legal solutions.

#### Course Contents

As the economy and society undergo major changes such as complication, globalization, and IT, the activities of companies, which are major members of the economy and society, are also facing many challenges, and the issues handled by corporate legal affairs are diversifying. In order to deal with these problems, not only legal professionals but also "company workers" who are employed by companies and engage in their daily business activities should have skills to properly understand, analyze and solve the legal problems that companies face. In order to properly analyze complex issues, we need to acquire basic legal knowledge. In this lecture, we will focus on case studies to examine the legal issues involved, and explain the basic legal knowledge needed to resolve these issues. Touching on such statutes as "Civil Code" "Commercial Code" and "Companies Law," however, students are expected to understand by reading distributed materials before the class, unnecessarily to prepare a professional textbook.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL141](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL141)

Course Title	Critical Thinking		
Instructor	Tanaka Michiaki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

The purpose of this course is not only to improve problem solving skills regarding business, but also to enable you to set up and solve problems that are of great significance to yourself, and to actually be able to solve these problems.

#### Course Contents

In this lecture, in addition to the narrow view of tools and abilities to think logically about critical thinking, this class will interpret, in a broad sense, critical thinking as a tool and ability to enhance the problem solving ability through enhancing "analytical power × insight × imagination". Further, we will not only solve the problems that are given to us, but we will also setup problems that are highly rational and aim to be able to find solutions to those. In this lecture, we will discuss how to formulate a strategy that is highly rational at the scene of companies by fusing "quantitative analysis × qualitative analysis" and "strategy system framework × human system framework", and in addition, we will focus on how to effectively implement these measures and achieve results. For this purpose, the most important thing is not to show the other party the "correct logic" derived by critical thinking, but also to be mindful of the position and feelings of the other party and to realize "sympathy" of the other party and "harmony" with the surroundings. In real business, it is more important to get "sympathy" as a way for "correct logic". Therefore, in this lecture we will utilize human system frameworks as well as many other exercises such as role play seminars and team work seminars to build trust with our supposed customers. The basic tools learned in this lecture, such as MECE and 3W1H, are those that function much like an "OS" and "CPU" for the specialized framework learned in business school, but at the same time, it is one of the most frequently used in the field of business. Not only in just the early stages of taking a course in each discipline, it is the content that should be returned to before completion. Therefore, in the second half of this lecture, students will learn how to improve the sales, profit, and performance of companies by using the actual tools of critical thinking.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL150](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL150)

Course Title	Global Marketing 1		
Instructor	Kasahara Eiichi		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

The goal of this lecture is to deepen the understanding of the theory through developing class discussions and short case, and to deepen the understanding of the theory, which is essential for people who promotes marketing activity in the global market, and to strengthen the practice.

#### Course Contents

The response to globalization in marketing is not about opening an office as a data collection and sales base in every market in the world. Globalization and the fact that we are based in different parts of the world are completely different. The essence of global marketing is to consider a series of value-creation from the selected market, including the combination of development, production, assembly, and service functions to create value, by utilizing the company's management resources to search and determine the unmet needs of customers and provide solutions. In Global Marketing 1, as an introduction, the framework of global marketing, decision of the market entry, decision of the method of entry, basic entry strategies, integration and adjustment between functions and areas, and organization and structure are covered with the latest text.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL151](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL151)

Course Title	Global Marketing 2		
Instructor	Kasahara Eiichi		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

The goal of this lecture is to deepen the understanding of the theory through developing class discussions and short cases, and to strengthen the essential practical skills for people who promote marketing activities in the global market.

#### Course Contents

The response to globalization in marketing is not about opening an office as a data collection and sales base in every market in the world. Globalization and the fact that we are based in different parts of the world are completely different. The essence of global marketing is to consider a series of value-creation from the selected market, including the combination of development, production, assembly, and service functions to create value, by utilizing the company's management resources to search and determine the unmet needs of customers and provide solutions. In Global Marketing 2, we will look at marketing in Asia markets where future growth is expected in the area of global marketing, especially in major ASEAN markets. The goal is to learn about regional marketing as a detailed explanation of global marketing through case studies and business plan preparations in a practical and systematic way. In Global Marketing 2, we will look at marketing in Asia markets where future growth is expected in the area of global marketing, especially in major ASEAN markets. In each session, we will review the basics of global marketing on schedule A and deepen the discussion on the following themes.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL153](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL153)



Course Title	Statistics Essentials 1		
Instructor	Uyeno,russell Kazuo		
Semester	Spring Others	Credit	2 Credits
Course Number	BDS5801	Language	English

#### Course Objectives

Learning objectives include:

Understand and be able to use basic statistical concepts.

Understand and be able to interpret the results of basic statistical analyses.

Understand the concept of statistical inference and the process of hypothesis testing.

Collect and organize data for statistical analysis.

Identify the appropriate statistical analysis for specific types of data and research questions.

#### Course Contents

Basic concepts in quantitative data analysis

Descriptive statistics: central tendency and variation

Inferential statistics: hypothesis testing

Basic types of analysis: t-tests; correlation; simple regression; one-way ANOVA; chi-square

Review and summary

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL155](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL155)

Course Title	Statistics Essentials 2		
Instructor	Uyeno,russell Kazuo		
Semester	Fall Others	Credit	2 Credits
Course Number	BDS5801	Language	English

#### Course Objectives

Learning objectives include:

Conceptualize, develop and interpret the results of intermediate-level statistical analyses.

Further develop students' understanding of the concept of statistical inference and its application to more advanced statistical methods.

Further develop students' understanding of the rationale and methods of preparing data for statistical analysis.

Further develop students' ability to identify appropriate statistical analysis for specific types of data and research questions.

#### Course Contents

Review of key concepts and methods introduced in Statistics Essentials 1.

Multiple linear regression: testing and evaluating models and variables.

Factorial ANOVA: analysis using two or more independent variables.

Other methods: logistic regression, factor analysis, path analysis.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL157](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL157)

Course Title	Statistics 1		
Instructor	Watanabe Kentaro		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

The basic content on Statistics and the basis of descriptive statistics are solidified, and the basis of inferential statistics of estimation and hypothesis testing are acquired. Also, data analysis skills using SPSS, EXCEL, etc. will be acquired.

#### Course Contents

The goal of this class is to provide students with basic knowledge of statistics and to enable them to perform basic analyses on their own. Therefore, the course consists of lectures and exercises. In the lecture, descriptive statistics and bivariate related indices will be explained first, and then the concept and methods of statistical inference and testing will be lectured. In the exercises, students will conduct actual analyses using SPSS, EXCEL, and other tools. This class will cover the concept of inferential statistics and analysis methods up to bivariate analysis. Methods of multivariate analysis will be covered in Statistics 2.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL171](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL171)

Course Title	Statistics 2		
Instructor	Watanabe Kentaro		
Semester	Fall Semester	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

Acquire the ability to perform appropriate Multivariate Analysis according to the goal

#### Course Contents

The goal of this class is to acquire the ability to perform multivariate analysis appropriate for the purpose. To this end, this class will include lectures on multivariate analysis methods and exercises using actual social survey data. There are various methods of multivariate analysis, but this class will cover multiple regression analysis and its applications, logistic regression analysis, and principal component analysis and factor analysis. In the exercises, students will perform these analyses using statistical packages such as SPSS. Through the above lectures and exercises, the course aims to enable students to select appropriate analytical methods, conduct analyses, and summarize the results according to their objectives.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL176](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL176)

Course Title	Business Research Methods 1		
Instructor	Yoshimura Kiyoko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

The purpose of this course is for students to acquire the knowledge necessary for the statistical processing of survey data and report preparation. In addition, Business Research Method 1 aims to develop the basic knowledge required for conducting and analyzing surveys, such as setting survey objectives and analysis methods.

#### Course Contents

Research methods reveal the characteristics of people's consciousness and behavior, social facts, social phenomena, and mechanisms. In this lecture, you will learn about the types, data, analysis, etc., of the Research methods according to the purpose. In research analysis, you will learn fundamental quantitative and qualitative (i.e., text analysis) statistical methods.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL177](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL177)

Course Title	Business Research Methods 2		
Instructor	Yoshimura Kiyoko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5800	Language	Japanese

#### Course Objectives

Learn how to process and analyze data for preparing a research-based report. Specifically, the goal is to learn statistic tests, multivariate analyses, and text mining techniques for free text in the survey.

#### Course Contents

This course aims to acquire the ability to process investigation data and to learn analysis methods. Specifically, learn to use statistic tests (t-tests/chi-square tests.), multivariate analysis, and text mining. The course combines the lectures and practical use of software (SPSS/ AMOS/KH Coder). Also, to deepen our understanding of the analysis method, participants will present and discuss their findings in the final class.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL178](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL178)

Course Title	Basics of Data Science		
Instructor	Shimada Keigo		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

Data scientists are the core human resources who are driving the promotion of digital transformation (DX), which is currently attracting the most attention. This class will be an introductory course for those wishing to become a data scientist. By learning the basics of data science, which is the foundation for being a data scientist, our goal is to learn basic treatment of data, utilization methods of data, data modeling, data analysis methods, etc. Also, through lectures and self-study, we will learn the basics of database and basic data operations in SQL.

#### Course Contents

We will learn the basics of data science, understand data analysis processes and data modeling, and learn the basic knowledge of Statistics in a lecture format. We will introduce actual cases in business and deepen our understanding of data utilization and data analysis. Also, for learning about data cleansing and data conversion methods using SQL, we will learn how to use data through SQL basic training and self-study.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL179](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL179)

Course Title	Digital Business Planning		
Instructor	Aoki Akihiko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The necessity of the data utilization is more important in the management strategy planning for competitive superiority acquisitions in business more than before these days as the digital business transformation is accelerating. In this discipline, we will learn "Digital Business Planning" utilizing the latest AI/IoT technologies and data, and our goal is to become a practical "data scientist". The content is for people who want to learn practical skills and knowledge for creating new businesses and business improvements using digital technology and data.

#### Course Contents

We will study a diversity of digital business cases. In digital business, data utilization is essential, and we will learn the basics of data and how to utilize it. Also, we will learn methods including planning steps. A general lecture on the knowledge required for planning such as marketing and IT will be given at an overview level. Requires extensive knowledge, but advanced specialization is not assumed. At the end of the course, we will challenge ourselves or our group to create a digital business plan.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL180](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL180)



Course Title	Introduction to Management 1		
Instructor	Kimura Tsuyoshi		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5000	Language	Japanese

#### Course Objectives

This course is an introductory discipline for learning the basic concepts and theories of Business Management. We handle a wide range of Business Management, focusing on management strategy, through Introduction to Management 1 and 2, but Introduction to Management 1 aims to understand basic items of corporate strategy, strategic management theory, and financial analysis theory.

#### Course Contents

Learning at a business school is a process of self learning and gaining awareness from the process of discussing a given subject together with peers. In Introduction to Management 1, we begin by learning "logical thinking" and "facilitation", which are the basic skills needed for learning at business schools. In the following "corporate strategy", we will learn the process and basic framework to determine where and how to fight (or how to avoid a fight). The "strategy management theory" is not limited to the formulation of management strategies, but also discussions on their implementation and the transformation of strategies and resources based on feedback from the field. In the "financial analysis theory", we will try to understand the connection between three financial tables and consider how to interpret the situation and strategy of the company from the figures expressed in them. In addition, lectures are focused on seminars and discussions.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL181](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL181)

Course Title	Introduction to Management 2		
Instructor	Kimura Tsuyoshi		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5000	Language	Japanese

#### Course Objectives

This course is an introductory discipline for learning the basic concepts and theories of Business Management. We handle a wide range of Business Management, focusing on management strategy, through Introduction to Management 1 and 2, but Introduction to Management 2 aims to understand basic items of marketing theory, finance theory, and organization theory (macro and micro).

#### Course Contents

In Introduction to Management 2 we will start with “marketing theory”. We will reimagine business with the keywords “customer” and “market” and also focuses on consumer behavior. In the following “finance theory”, we focus on “money” among the management resources and discuss basic items related to financing and investment evaluation to increase corporate value. In “organization theory”, we focus on “people” and discuss organizational structures and systems (macro) and organizational behavior (micro) of leadership and motivation. In addition, lectures will be focused on seminars and discussions.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL186](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL186)

Course Title	Corporate Social Responsibility 1		
Instructor	Awaya Hitomi		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The purpose of CSR 1 is to learn basic terms and ideas related to corporate social responsibility. And to learn how companies should be in society, how to think, and how to develop strategies.

#### Course Contents

Corporate social responsibility is corporate management itself, and is closely related to management strategy. In Corporate Social Responsibility 1 (CSR 1), students acquire concepts such as CSR and corporate governance necessary for modern management and organized relationships; they examine the relationship between CSR and SDGs and ESG concepts.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL187](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL187)

Course Title	Corporate Social Responsibility 2		
Instructor	Awaya Hitomi		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The purpose of CSR 2 is to learn the viewpoints and strategies of the relationship between companies and society that are necessary for decision-making in current corporate management.

#### Course Contents

In Corporate Social Responsibility 2 (CSR 2), students learn (1) what sociality is currently being asked of companies; (2) CSR's background; (3) about action guidelines and guidelines of companies around the world; and (4) about examples of CSR initiatives. Students also consider how to balance the economic and social aspects of a company, along with the SDGs and ESG concepts. This is also to learn the management strategy of the company.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL188](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL188)

Course Title	Marketing Essentials 1		
Instructor	Saito Akira		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

1. Understanding basic concepts and frameworks in marketing management
2. Acquiring basic knowledge and methods for conducting advanced research in the marketing field

#### Course Contents

Marketing was developed at the beginning of the 20th century as an idea and method of market creation and has played an important role in business since that time. Today, marketing is applied not just to business (manufacturing, distribution, service, etc.), but also to administrative organizations, regions, and nonprofit organizations.

This lecture will focus on the basic concepts and activities of marketing, and will be a basic preparatory class for advanced disciplines of marketing study.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL201](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL201)

Course Title	Marketing Essentials 2		
Instructor	Saito Akira		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

1. Understanding basic concepts and frameworks in marketing management
2. Acquiring basic knowledge and methods for conducting advanced research in the marketing field

#### Course Contents

Marketing was developed at the beginning of the 20th century as an idea and method of market creation and has played an important role in business since that time. Today, marketing is applied not just to business (manufacturing, distribution, service, etc.), but also to administrative organizations, regions, and nonprofit organizations.

This lecture will focus on the basic concepts and activities of marketing, and will be a basic preparatory class for advanced disciplines of marketing study.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL205](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL205)

Course Title	Services Marketing 1		
Instructor	Tanaka Michiaki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

In this course, we will learn practically about service marketing as a core area of Service Business Management, and service marketing as a marketing strategy for the service industry in general (including service marketing and political marketing in a broad sense).

#### Course Contents

In this class, we will learn about service marketing, consider service marketing as a core area of Service Business Management Studies for the service industry as a whole.

After covering the characteristics of the service industry and its importance, we will cover all aspects of Service Business Management, covering basic knowledge of service marketing, and deepen our knowledge about it.

The business categories covered include medical and nursing care, hotel and travel, amusement and entertainment, food and beverage, IT, life insurance, banking and securities, and other services. It also covers political marketing for election campaigns and government operations.

Based on the position and awareness of the problem, we will learn how to develop and implement service marketing by developing marketing strategies such as STP, marketing tactics such as 7P and service mix, and branding, which is the positioning of a company.

In particular, we will focus on company branding, which is the core of service marketing, and will cover not only service branding, but also store branding, and self-branding and corporate branding for managers and developers. Also, in terms of customer psychology and purchasing psychology in service, we will also actually perform roleplay seminars with the supposed customer, and proceed with the class in a practical way.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL211](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL211)

Course Title	Services Marketing 2		
Instructor	Tanaka Michiaki		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

We will learn about hospitality and marketing methods for improving customer satisfaction in all industries, including the latest service engineering

#### Course Contents

In this class, in addition to thinking of service marketing as a core area of Service Business Management in the service industry in general, service marketing is studied as a marketing method for hospitality and customer satisfaction improvement in all industries. To be specific, we will learn not only the quality and value of services, hospitality, customer value, customer satisfaction, impression, CRM and service marketing, but also the cutting edge fields of service engineering and service related mathematical marketing. As with Service Marketing 1, in particular, we will focus on company branding, which is the core of service marketing, and will cover not only service branding, but also store branding, and self-branding and corporate branding for managers and developers and in the end, we will practice service marketing to improve the companies corporate value and brand value. Also, in terms of hospitality, customer value, customer satisfaction, and inspiration, we will also actually perform roleplay seminars with the supposed customer, and proceed with the class in a practical way.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL216](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL216)



Course Title	Marketing Research 1		
Instructor	Saito Akira		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

The goal of this course is to provide an understanding of the basic concepts of marketing research.

#### Course Contents

Marketing research has the function of collecting and analyzing various types of information necessary for marketing decision-making, with the aim of reducing decision-making risks in marketing activities.

In this course, we aim to understand the basic concepts of marketing research, especially qualitative research, and learn about the basic ideas of marketing research.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL221](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL221)

Course Title	Marketing Research 2		
Instructor	Saito Akira		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

The goal of this course is to provide an understanding of the basic concepts of marketing research.

#### Course Contents

Marketing research has the function of collecting and analyzing various types of information necessary for marketing decision-making, with the aim of reducing decision-making risks in marketing activities.

In this course, we aim to understand the basic concepts of marketing research, especially quantitative research, and learn about the basic ideas of marketing research.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL226](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL226)

Course Title	Corporate Strategy 1		
Instructor	Yasuda Naoki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5300	Language	Japanese

#### Course Objectives

The purpose of this course is to understand the historical development of strategy, and then to deepen the understanding of the phenomenon and the theory about the overall view of strategy.

#### Course Contents

After understanding the historical transition of business strategy, each theme that constitutes the overall structure of strategy will be discussed. Specifically, business strategy, corporate strategy, market strategy, and new business strategy will be discussed, including theoretical background. For each theme, we will use case study analysis and deepen discussions within the class to sort out the characteristics and issues of each theme. Note that the content and management methods may be changed depending on the number of students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL231](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL231)

Course Title	Corporate Strategy 2		
Instructor	Yasuda Naoki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5300	Language	Japanese

#### Course Objectives

Based on "Corporate Strategy 1", this course aims to provide a deeper understanding of strategy, focusing not only on the typical theories of strategy but also on decision-making and strategic implementation.

#### Course Contents

Strategies have value not only when they are formulated but also when they are smoothly implemented. In this lecture, we will focus on strategic implementation, including the theoretical background. In addition, this lecture focuses on individuals in the organization, including decision-making, and discussion of the theory behind it to capture business strategy from a broader perspective. In each theme, the case analysis will be used to deepen discussions within the class to sort out the characteristics and issues of each theme. Note that the content and management methods may be changed depending on the number of students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL236](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL236)

Course Title	Corporate Strategy 3		
Instructor	Tezuka Sadaharu		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5300	Language	Japanese

#### Course Objectives

Our goal is to understand the basic theory of management strategy, its background and significance, and acquire it in a form in which it can be utilized as a skill.

#### Course Contents

We will perform a lecture on the basic theory of management strategy from a practical viewpoint in an easy to understand form for beginners. To be specific, the theoretical content and its background are explained with examples, and as appropriate, seminars in the form of case search and case analysis, etc., are performed. In addition, the above class contents and management method may be modified depending on the class size.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL237](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL237)

Course Title	Corporate Strategy 4		
Instructor	Tezuka Sadaharu		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5300	Language	Japanese

#### Course Objectives

We will comprehensively grasp the theme of today's management strategy and craft it into a form that can be utilized as a skill.

#### Course Contents

In the era of today's VUCA, volatility, uncertainty, complexity, and ambiguity, there is a need to keep innovating amid the uncertainty, and the limitations of traditional strategy theories are also pointed out. In this lecture, we will comprehensively introduce themes of current ongoing progress, such as collaboration (example: business ecosystem) and future creation (example: scenario planning), etc. Then, the business model theory will be examined in detail with examples, and finally, business model development will be implemented as a seminar. In addition, there is also the possibility of a change depending on the situations of the participants.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL238](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL238)

Course Title	Marketing Strategy 1		
Instructor	Kanemura Eitetsu		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

We will be able to understand the basic terms, concepts, theories, etc. related to marketing strategies accurately, and to explain various marketing strategies logically in our own way.

#### Course Contents

In "Marketing Strategy 1" and "Marketing Strategy 2", we will explain the basic terms, concepts, and theories etc. related to marketing strategies in an easy to understand manner.

This class, Marketing Strategy 1, will cover the seven areas of essences of marketing, businesses and marketing strategies, creation of competitive advantages, marketing basic frameworks, marketing information and customer insights, buying behavior of consumers, and products, services, and brands.

The specific procedures are as follows: First, the person in charge will make a resume for the designated place and present it. After that, through question and answer sessions and discussions among all participants, we will confirm whether or not basic terms, concepts, and theories related to marketing strategies have been accurately understood.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL243](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL243)

Course Title	Marketing Strategy 2		
Instructor	Kanemura Eitetsu		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

We will be able to understand the basic terms, concepts, theories, etc. related to marketing strategies accurately, and to explain various marketing strategies logically in our own way.

#### Course Contents

"Marketing Strategy 2" is a continuation of "Marketing Strategy 1", and we will explain the basic terms, concepts, and theories etc. related to marketing strategies in an easy to understand manner.

This class, Marketing Strategy 2, will cover the seven areas of new product development and product life cycle strategies, marketing channels to provide customer values, pricing, communication to convince customer values, advertising and public relations, personal selling and sales promotion, direct marketing and online marketing.

The specific procedures are as follows: First, the person in charge will make a resume for the designated place and present it. After that, through question and answer sessions and discussions among all participants, we will confirm whether or not basic terms, concepts, and theories related to marketing strategies have been accurately understood.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL244](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL244)



Course Title	Business Case Method 1		
Instructor	Yasuda Naoki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The purpose of this course is to deepen the understanding of organizational behavior and related theories through case analysis.

#### Course Contents

This course is taught using cases, which are teaching materials that depict various issues related to strategy and organization of companies. The cases contain a lot of information about corporate behavior and strategy, and students extract important information from the cases to analyze strategy and decision making. There is no "one right answer" to strategy and decision making, but the multifaceted and logical analysis is essential to improve the quality of decision making. Therefore, using various cases to analyze strategy and decision making to deepen understanding of corporate behavior and strategy will help develop important skills for management.

The management of this course will consist of group discussions and case discussions. The content of the cases and other management methods may be changed depending on the number of students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL245](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL245)

Course Title	Business Case Method 2		
Instructor	Yasuda Naoki		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The purpose of this course is to deepen the understanding of strategy, decision making and related theories through case analysis.

#### Course Contents

This course is taught using cases, which are teaching materials that depict various issues related to strategy and organization of companies. The cases contain a lot of information about corporate behavior and strategy, and students extract important information from the cases to analyze strategy and decision making. There is no "one right answer" to strategy and decision making, but the multifaceted and logical analysis is essential to improve the quality of decision making. Therefore, using various cases to analyze strategy and decision making to deepen understanding of corporate behavior and strategy will help develop important skills for management.

The management of this course will consist of group discussions and case discussions. The content of the cases and other management methods may be changed depending on the number of students.

Unlike Business Case Method 1, Business Case Method 2 will include cases that focus on the individual.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL246](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL246)

Course Title	Corporate Marketing		
Instructor	Tanaka Michiaki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

We will learn how to market the whole company both internally and externally, and how to brand the whole company, such as mission branding, while having a high fusion with the main marketing strategy, such as product and service strategy, etc. We will also cover branding and other aspects of political marketing.

#### Course Contents

Corporate Marketing is a method of marketing an entire organization, such as a company, internally and externally. While the core of this is mission branding, consistency with all classes of the strategic pyramid of the business is indispensable, not only products and services that are actually provided to customers, but also store strategies, management strategies, etc. In the background of products and services, there is a corporate brand, and it is integrated together with the brand of products and services. The products and services of businesses with excellent brands are not only superior products and services, but are supported by corporate activities to maintain first class quality and brand promise as their background. In this lecture, based on the awareness of the problem, we will learn how to develop and implement Corporate Marketing by developing marketing strategies such as STP, marketing tactic 4P, and branding, which is the positioning of a company and the essence of marketing. We will cover techniques to enhance the mission, vision, value, and strategy of a business in cooperation with actual products and services. In particular, we will focus on company branding, which is the core of Corporate Marketing, and will cover not only corporate branding, but also product branding, store branding, and self-branding for managers and developers. Among them, we cover the area of Corporate Marketing, which is the construction of grand design, and create the entire picture and constitutes, starting from the brand philosophy and brand vision, not only from the brand strategy, but also from the products and services, to the actual design and we will learn how to present the ideal image of the brand and mission branding. Further, we will cover the practice of corporate PR, corporate identity, and investor relations (IR) of listed companies as Corporate Marketing, and finally, we will also teach how to raise corporate value, brand value, and stock price. We will also cover branding in political marketing (especially in electoral marketing).

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL251](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL251)

Course Title	Consumer Behavior 1		
Instructor	Ushikubo Megumi		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

Utilizing practical theories and real world examples, you will learn basic marketing techniques to better understand modern consumers' consumption behavior. In addition, through in-class discussion and the use of case studies, you will learn and acquire the skills necessary to apply this knowledge in corporate practice.

#### Course Contents

Online courses, but a few lectures will be "Hybrid (with face-to-face)".

With 20 years of practical experience, the instructor will teach you how major companies from a variety of industries plan and develop new products for retail, food and beverage, automotive, home appliances, and residential development.

In the first half of the course, "Consumer Behavior 1," we will discuss and learn about basic consumer marketing techniques and the differing approaches and consumer analyses notable companies practice. We'll also learn about the changes in consumption caused by "COVID-19" in 2020-23. Special guest speakers will be invited as appropriate.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL261](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL261)

Course Title	Consumer Behavior 2		
Instructor	Ushikubo Megumi		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

You will learn the latest marketing techniques to better understand modern consumers' consumption behaviors using scientific approaches such as neuromarketing and the analysis of social media. In addition, you will learn how to be more aware of social environmental changes (including "Covid-19") and advanced customer need states, and how to link this to a practical framework.

#### Course Contents

Online courses, but a few lectures will be "Hybrid (with face-to-face)".

With 20 years of practical experience, the instructor will teach how major companies from a variety of industries plan and develop new products for retail, food and beverage, automotive, home appliances, and residential development.

In the second half of the course, "Consumer Behavior 2," we will discuss and learn about marketing techniques applying the "five senses," and the latest technology such as neuromarketing that notable companies practice. We'll also learn about digital marketing and the strategies of social media after the pandemic. Special guest speakers will be invited as appropriate.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL266](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL266)

Course Title	Consumer Behavior 3		
Instructor	Kasahara Eiichi		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

We will clarify the organic relationship between marketing strategy, marketing research, and consumer behavior, as well as organize and understand the theory of consumer behavior theory as a theoretical system, and be able to utilize it in practice.

#### Course Contents

Consumers perceive and choose products and services through their needs and wants from the environment surrounding their past experiences and self. At that time, they will accept various elements of the environment as information. Further, they will buy, own, see the results of use, and have a feeling of satisfactory or unsatisfactory. As described above, many internal and external variables act on consumer behavior. In Consumer Behavior, the theme is to consider what kind of variables intervene, influence, and what kind of results occur when consumers carry out consumption activities such as purchase, possession, and usage. Consumer Behavior theory is considered to be a basic theory system for designing marketing strategies and for promoting Marketing Research. The goal of this lecture is to clarify the organic relationship between marketing strategy, marketing research, and consumer behavior, and to organize and understand consumer behavior as a theoretical system.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL268](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL268)

Course Title	Consumer Behavior 4		
Instructor	Kasahara Eiichi		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

We will clarify the organic relationship between marketing strategy, marketing research, and consumer behavior, as well as organize and understand the theory of consumer behavior theory as a theoretical system, and be able to utilize it in practice.

#### Course Contents

Consumers perceive and choose products and services through their needs and wants from the environment surrounding their past experiences and self. At that time, they will accept various elements of the environment as information. Further, they will buy, own, see the results of use, and have a feeling of satisfactory or unsatisfactory. As described above, many internal and external variables act on consumer behavior. In Consumer Behavior, the theme is to consider what kind of variables intervene, influence, and what kind of results occur when consumers carry out consumption activities such as purchase, possession, and usage. Consumer Behavior theory is considered to be a basic theory system for designing marketing strategies and for promoting Marketing Research. In this lecture, based on the theoretical system constructed in Consumer Behavior 3, by studying application examples in various business fields, contents are offered to deepen the understanding of consumer behavior and to enhance the practical ability as a practitioner/professional at the same time.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL270](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL270)

Course Title	Business Case Studies 1		
Instructor	Yasuda Naoki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6001	Language	English

#### Course Objectives

The purpose of this course is to deepen the understanding of organizational behavior and related theories through case analysis.

#### Course Contents

This course uses case studies, which depict various issues related to corporate and other strategies and organizations. The cases contain a lot of information about corporate behavior and strategy, and by analyzing them, students learn management theory of business analysis and deepen their understanding of companies. There is no "one right answer" to strategy and decision-making, but by analyzing organizational behavior and strategy in various cases, we can get suggestions from case-specific phenomena and understand the principles of management and decision-making.

This course consists of group and case discussions.

All the cases are in English, and the class is expected to be conducted in English. The management method, including teaching materials, may be changed depending on the number of students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL272](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL272)



Course Title	Business Case Studies 2		
Instructor	Yasuda Naoki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6001	Language	English

#### Course Objectives

The purpose of this course is to deepen the understanding of organizational behavior and related theories through case analysis.

#### Course Contents

This course uses case studies, which depict various issues related to corporate and other strategies and organizations. The cases contain a lot of information about corporate behavior and strategy, and by analyzing them, students learn management theory of business analysis and deepen their understanding of companies. There is no "one right answer" to strategy and decision-making, but by analyzing corporate behavior and strategy in various cases, we can get suggestions from case-specific phenomena and understand the principles of management and decision-making.

This course consists of group and case discussions.

All the cases are in English, and the class is expected to be conducted in English. The management method, including teaching materials, may be changed depending on the number of students.

In Business Case Studies 2, unlike Business Case Studies 1, non-business cases are dealt with.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL273](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL273)

Course Title	Industrial Development Theory		
Instructor	Takayanagi Hiroki		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

The person in charge, as a proponent of “Tech Driven Management®”, carefully analyzes the actual cases and facts behind them, and discusses the situation of industries in a society supported by technology, and defines and discusses the “leading industry”.

#### Course Contents

The advent of a technology dominated economic society has a long history, this is not the beginning. Based on its history (from a macro perspective), we will consider the process of “socialization” of these technologies based on the analysis of historical facts. After that, after understanding the basics of “Tech Driven Management®” of management using the technology that we are now facing, we will continue to discuss the issues of the “leading industry” (micro), which is underdeveloped, by analyzing examples of industries in detail in which the managers have a lack of “tech literacy”. There are a wide variety of keywords, such as “media society and technology”, “management and technology”, “net literacy and tech literacy”, “development from mass marketing to digital marketing”, “AI x IoT x big data”, “understanding of the sensor-dominated economy”, “understanding of the autonomous driving society”, “regulation and deregulation”, “understanding and practice of management technology”, “equity finance and leading industries”, “the cost of democracy and management”, etc. Students who are unable to participate actively in the program are asked to not participate in the class because this graduate school discipline is based on discussions rather than lectures. Also, in order to prevent absence from classes due to location, the attendance of lectures by telecommuting is also widely accepted. Also, prior knowledge is unnecessary if there is a strong sense of direction.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL309](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL309)

Course Title	Luxury Brand Management 1		
Instructor	Tonomura Aya		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

The course covers the historical transition, business models, strategies of luxury brand business in Japan market with the objective to clarify the positioning of luxury brand business and the meaning of "luxury."

#### Course Contents

The course will showcase multiple aspects of the latest industry situation, inviting several practitioners excelling in the business. Guest speakers will be composed of professionals in different fields (e.g. marketing / digital / e-commerce / sales / visual merchandising / design / outlet strategies / human resources / finance / management) to enable and deep-dive into the the systematic understanding of the luxury brand business. The lecturer will coordinate with the guest speakers to facilitate the class discussion and will lead the students to develop their own approaches to the thesis at the end of the course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL321](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL321)

Course Title	Luxury Brand Management 2		
Instructor	Tonomura Aya		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

The course covers the historical transition, business models, strategies of luxury brand business in Japan market with the objective to clarify the positioning of luxury brand business and the meaning of "luxury."

#### Course Contents

The course will showcase multiple aspects of the latest industry situation, inviting several practitioners excelling in the business. Guest speakers will be composed of professionals in different fields (e.g. marketing / digital / e-commerce / sales / visual merchandising / design / outlet strategies / human resources / finance / management) to enable and deep-dive into the the systematic understanding of the luxury brand business. The lecturer will coordinate with the guest speakers to facilitate the class discussion and will lead the students to develop their own approaches to the thesis at the end of the course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL322](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL322)

Course Title	Operations Management 1		
Instructor	Hirai Naoki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The goal is to be able to understand areas involved in operations, the characteristics and strengths of each business, and to be able to see the activities of the business in a comprehensive manner

#### Course Contents

Managing operations is not just about managing and improving the way you do business in the supply chain, etc. Managing operations are involved in the execution of corporate strategies, and are linked to a variety of corporate activities, including production and sales activities, organizational structures, decision making, marketing, and information technology. In this lecture, we will deepen our understanding of the elements involved in Business school through discussions, while giving concrete examples (cases).

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL341](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL341)

Course Title	Operations Management 2		
Instructor	Hirai Naoki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The goal is to be able to understand areas involved in operations, the characteristics and strengths of each business, and to be able to see the activities of the business in a comprehensive manner

#### Course Contents

Managing operations is not just about managing and improving the way you do business in the supply chain, etc. Managing operations are involved in the execution of corporate strategies, and are linked to a variety of corporate activities, including production and sales activities, organizational structures, decision making, marketing, and information technology. In this lecture, we will deepen our understanding of the elements involved in Business School through discussions, while giving concrete examples (cases).

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL342](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL342)

Course Title	Cash Flow Management 1		
Instructor	Shimokawa Tomohiro		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

This course provides financial terminology and general financial principles, interpret financial statements, make the distinction between net income and cash flow.

In this course, you will gain exposure to diverse financial approaches, including methods of valuation.

#### Course Contents

Finance and Accounting for the Non-Financial Manager allows non-financial business executives to become better users of financial information so they can be more strategic contributors to their organization.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL401](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL401)

Course Title	Cash Flow Management 2		
Instructor	Shimokawa Tomohiro		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

In this course, you will learn how to analyze and evaluate the financial implications of strategic and operating decisions. You will learn the correct way to do financial modeling and how to identify and avoid potential pitfalls and common mistakes.

#### Course Contents

The focus of this course is on the valuation of companies. The course covers current conceptual and theoretical valuation frameworks and translates those frameworks into practical approaches for valuing companies. The relevant accounting topics and the appropriate finance theory are integrated to show how to implement the valuation frameworks discussed on a step-by-step basis. The course teaches how to develop the required information for valuing companies from financial statements and other information sources in a real-world setting.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL402](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL402)



Course Title	Managerial Accounting 1		
Instructor	Nakamura Masanobu		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

1. Understand the contents of traditional management accounting and be able to explain important points.

2. Based on 1.

the modern expected role of management accounting can be considered in your own way.

#### Course Contents

Enterprises need to achieve their strategic goals in an environment where the life cycle of their products and services is shortened.

Assuming that situation, we consider the role of management accounting within organizations.

In the first half, we will mainly discuss the traditional content of management accounting.

In the second half, based on the contents of the first half, the students will be asked to give a presentation on management accounting (especially budgeting) in their organizations, and the students will discuss based on the contents.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL403](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL403)

Course Title	Managerial Accounting 2		
Instructor	Nakamura Masanobu		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

1. Understand how the expected role of management accounting is changing in the changing business environment.
2. Based on 1., the expected role of management accounting in the future can be considered in your own way .

#### Course Contents

Enterprises need to achieve their strategic goals as the life cycle of their products and services is shortened.

Assuming that situation,, we consider the role of management accounting within organizations.

In response to changes in the business environment surrounding the organization in modern times

We will discuss how the expected role of management accounting in organizations will change, and how management accounting will be used in concrete terms.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL404](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL404)

Course Title	Financial Accounting 1		
Instructor	Kiyomatsu Toshio		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The objective of this course is to acquire knowledge about analysis of financial statements.

#### Course Contents

By using financial statements, analysis methods of profitability of a company are explained.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL408](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL408)

Course Title	Financial Accounting 2		
Instructor	Kiyomatsu Toshio		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

The purpose of this course is to understand the accounting process and to develop skills necessary to evaluate an enterprise's financial position and results of operations.

#### Course Contents

The concepts of financial accounting and recognition / measurement basis of assets, liabilities, revenues and expenses are explained.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL409](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL409)

Course Title	Accounting 1		
Instructor	Hamada Makito		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

This is the basics of financial accounting for non-financial managers. The financial accounting, in which companies provide information such as profits/losses and financial positions to the stakeholders, is performed as a social institution based on the principles. In the class, we learn the basis of accounting, which managers and the leaders will face in the day-to-day management of corporations.

#### Course Contents

The goal is to acquire accounting terminology by understanding basic knowledge from bookkeeping to preparation of financial statements. In the first half, the basics of accounting, including bookkeeping and financial statements preparation training, are studied, and in the latter half, accounting business practices for entrepreneurs is also studied.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL416](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL416)

Course Title	Cost Accounting 1		
Instructor	Hamada Makito		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

This is the basics of cost accounting for non-financial managers. In this class, we learn the concepts, mechanism of the recording, and management techniques of costs, necessary for managers and leaders.

#### Course Contents

The goal of this study is to understand the mechanism of cost calculation. In the first half, the concept of cost and basic calculation training are studied, and in the second half, business cost management is studied.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL418](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL418)

Course Title	Accounting 1		
Instructor	Yoneyama Masaki		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

Basic concepts and postulates underlying the system of accounting standards will be provided during the course. The course focuses on the theoretical backgrounds as well as major characteristics of accounting standards.

#### Course Contents

The course focuses on the overview of current accounting system. Detailed information on each accounting standards will be given in the following course in Fall (Autumn) semester.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL461](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL461)

Course Title	Accounting 2		
Instructor	Yoneyama Masaki		
Semester	Fall Semester	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

This course focuses on the understanding the basic concepts, principles and postulates underlying financial accounting standards.

#### Course Contents

The main purpose of this course is to understand the basic concepts and principles underlying financial accounting standards. In comparison with the lecture in the Spring semester, this course is more focused on the major characteristics of each accounting standards.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL466](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL466)



Course Title	Leadership 1		
Instructor	Abe Tetsuya		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6500	Language	Japanese

#### Course Objectives

What leadership is, and how leadership practices can be practiced, are studied through leadership theory and case studies. Participants will review their own strengths, weaknesses, and style of leadership and will each develop their own leadership.

#### Course Contents

The environment surrounding business and social activities has been changing rapidly due to globalization, the internet, and diversity. In such a complex environment, the importance of leadership is increasing, and the way of taking leadership is changing. With past transitions in leadership research as the base, we will learn about leadership by referring to cases of executives, leaders, managers, etc. of domestic and global corporations and organizations. Rather than focusing on lectures, this workshop will focus on individual work, group discussions, and case studies, and will be organized in a workshop style that is open to all participants.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL509](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL509)

Course Title	Leadership 2		
Instructor	Abe Tetsuya		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6500	Language	Japanese

#### Course Objectives

As a leader, our goal will be to study coaching skills and be able to practice and use coaching toward subordinates and colleagues.

#### Course Contents

As the environment surrounding corporations and organizations is becoming more and more complex and diverse, how to motivate and develop "people" in "people, things, money, and information", which are the resources of management in corporations and organizations, has become a more important and difficult issue. We will learn practical leadership coaching skills for executives, leaders, and managers to motivate and develop members. Coaching skills have been established in Europe and the United States as essential skills for executives, leaders and managers, and have been rapidly introduced in companies and organizations in Japan and Asia. We will study the basic concepts of coaching, communication skills, vision realization models, etc., through theoretical and practical seminars.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL510](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL510)

Course Title	Human Resource Management 1		
Instructor	Yamazaki Kyoko		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

The goals this course are to

1. Be able to understand the outline and issues of the main themes discussed with in human resource management.
2. Be able to understand the phenomenon around us from a theoretical framework and set research question by oneself.
3. Be able to read research papers and discover the implications for business.

#### Course Contents

It is said that the resources that make up a business include people, material, and money. However, only humans have cognition, emotions, and will, furthermore, they grow and develop. This is why the management of people is not easy than the others.

Therefore, the discussion of human resource management is extensive and profound.

This course introduces the core functions of human resource management, such as grading, wages, evaluation, compensation, recruitment, placement, and human resource development, in order to activate the business strategy by combining practice and theory.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL521](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL521)

Course Title	Human Resource Management 2		
Instructor	Yamazaki Kyoko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

The goals this course are to

1. Be able to understand the outline and issues of the adjacent areas of human resource management such as organizational behavior, labor policy, labor law, etc.
2. Be able to understand the phenomenon around us from a theoretical framework and set research question by oneself.
3. Be able to read research papers and discover the implications for business.

#### Course Contents

It is said that the resources that make up a business include people, material, and money. However, only humans have cognition, emotions, and will, furthermore, they grow and develop. This is why the management of people is not easy than the others.

Therefore, the discussion of human resource management is extensive and profound.

This course introduces the adjacent areas of human resource management such as organizational behavior, labor policy, labor law, etc. by combining practice and theory to students taking this course.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL526](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL526)

Course Title	Business Organization 3		
Instructor	Yamanaka Nobuhiko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

Study the basic principles and problems of organizational design.

#### Course Contents

"Business organization" refers to an organization that conducts business, that is, a corporate organization. Although it is not so easy to define an organization, Bernard, for example, famously said that it should be defined as "a system of consciously coordinated activities or forces of two or more persons" and that "an organization should be established when it is able to communicate with one another and when it recognizes a common goal to be achieved and strives for that and contributes to each other". However, we would like to define it more generally as "a mechanism of cooperation by division of labor and coordination" which is artificially formed in order to realize the goal of business.

Against the backdrop of the progress of today's globalization, technological innovation and deregulation, how to create an efficient and competitive organization has become a very important strategic issue. If the organization is considered to be a mechanism for human collaboration, the individual human issues cannot be ignored for the organization's competitiveness.

In this lecture, we would like to study knowledge that leads to the discovery of problems by taking a critical view of the present situation of corporate organizations through the theoretical consideration of the organization by going back to the principles and fundamental rules.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL551](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL551)

Course Title	Business Organization 4		
Instructor	Yamanaka Nobuhiko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

Following "Business Organization 3", we will study the basic principles and problems of organizational design.

#### Course Contents

In this discipline, following "Business Organization 3", we would like to study knowledge that leads to the discovery of problems by taking a critical view of the present situation of corporate organizations through the theoretical consideration of the organization by going back to the principles and fundamental rules. Particularly in "4", we want to acquire theoretical knowledge in order to understand the organizational design of today's corporate organizations, and think critically about the present state of organizational design of Japanese companies by utilizing those knowledge.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL556](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL556)

Course Title	Career Design 1		
Instructor	Yamazaki Kyoko		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

The goals this course are to

1. Be able to understand the main theories of psychological aspects in career design.
2. Be able to investigate previous theoretical research and explain the outline of the research.
3. Be able to understand how to apply the theory to own career-development and how to apply it to career-consulting.

#### Course Contents

The discussions about career can be examined from various perspectives, from micro to macro, such as individuals (psychological aspects), organizations (human resources development aspects), and societies (labor policy aspects).

This course focuses on the micro, studying the individual's career theory by each academic researcher, and then reflecting into oneself and considering and considering the application to career-consulting.

Each group will investigate previous research and make a presentation in the lecture every time.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL569](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL569)

Course Title	Career Design 2		
Instructor	Yamazaki Kyoko		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

The goals this course are to

1. Be able to understand how to proceed with career research.
2. Be able to consider how to apply the research results shown on the paper to your company or yourself.

#### Course Contents

The discussions about career can be examined from various perspectives, from micro to macro, such as individuals (psychological aspects), organizations (human resources development aspects), and societies (labor policy aspects).

Furthermore, since the career issues differ depending on the developmental stage such as students or seniors, or the working conditions such as non-proper workers, foreign workers; the discussions will be held for each research target and subject.

This course focuses on the target and subject; understanding what kind of research is actually being conducted, and considering how to proceed with career research and practical application.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL570](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL570)



Course Title	Medical Business		
Instructor	Tanaka Michiaki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Study about the development and implementation of "strategy x leadership x management" in medical and medical industries, the grand design construction of the industry and the business, growth strategies, etc.

#### Course Contents

\* MBA x medical and nursing care business

Study MBA Business Management application in medical and nursing care businesses as an application discipline of MBA.

\* Mission, vision, value x strategy x leadership x management

MBA application disciplines are mission, vision, value x strategy x leadership x management, etc.

and apply them to medical and nursing care businesses.

\* Strategic framework analysis, evaluation, and strategy creation

We are also planning to be able to use the framework by utilizing frameworks such as PEST analysis, 5F analysis, SWOT analysis, 3C analysis, STP analysis for medical and nursing care businesses.

\* Support both for medical and nursing care workers and other students attending the lecture

By gradually adding medical and nursing expertise to the program, other students will be able to participate in highly specialized discussions along the way, and we will also provide highly specialized and advanced learning tasks to meet the needs of medical and nursing care workers.

\* Through case studies of actual medical institutions, we will cover analysis, evaluation, and strategy development for medical institutions.

We will manage class by starting from simple cases, and at the end, it will be implemented by inserting expertise of the medical care in stages so that cases of the actual medical institution can be solved as well.

We welcome not only medical and nursing care workers, but also students who want to learn how to use the skill set of MBA in a wide range of practical ways.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL591](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL591)

Course Title	Nursing Care Business		
Instructor	Tanaka Michiaki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Study about the development and implementation of "strategy x leadership x management" in nursing care industries, the grand design construction of the industry and the business, growth strategies, etc.

#### Course Contents

\* MBA x medical and nursing care business

Study MBA Business Management application in medical and nursing care businesses as an application discipline of MBA.

\* Mission, vision, value x strategy x leadership x management

MBA application disciplines are mission, vision, value x strategy x leadership x management, etc.

and apply them to medical and nursing care businesses.

\* Strategic framework analysis, evaluation, and strategy creation

We are also planning to be able to use the framework by utilizing frameworks such as PEST analysis, 5F analysis, SWOT analysis, 3C analysis, STP analysis for medical and nursing care businesses.

\* Support both for medical and nursing care workers and other students attending the lecture

By gradually adding medical and nursing expertise to the program, other students will be able to participate in highly specialized discussions along the way, and we will also provide highly specialized and advance learning tasks to meet the needs of medical and nursing care workers.

Through case studies of actual medical institutions, we will cover analysis, evaluation, and strategy development for medical institutions.

We will manage class by starting from simple cases, and at the end, it will be implemented by inserting expertise of the medical care in stages so that cases of the actual medical institution can be solved as well.

In this class, we will consider nursing care business theory as marketing for seniors and marketing for the elderly, and develop lessons from this perspective as well. Therefore, we encourage not only medical and nursing care workers, but also students who are interested in these marketing activities to participate.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL596](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL596)

Course Title	Entrepreneurship		
Instructor	Shimokawa Tomohiro		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

The course studies the creation and management of start-up businesses. Uses elements of entrepreneurial expertise to analyze the success of start-up businesses, identifying general logic that might increase the probability that an entrepreneurial venture will succeed.

#### Course Contents

The course will effectively address the need to exercise rational managerial judgment in an uncertain and complex business landscape, and explore innovative tools in dynamic and complex fields of action.

You will acquire up-to-date scientifically and practically proven knowledge on entrepreneurial expertise, gain sovereignty in decision-making and acting under uncertainty.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL601](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL601)

Course Title	Strategy to Start Up 1		
Instructor	Takayanagi Hiroki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

In the past 25 years, the faculty in charge has been actively involved in the start up of 4 companies, and among them, 2 companies are used in lectures in which the faculty in charge, who experienced the management of venture companies with equity financing, analyzes their factors of past experiences in fine detail, and we will share the details of start-up behavior by factorizing with students.

#### Course Contents

In a nutshell, the formation of a start-up is quite different depending on its "goal". However, at present, there are many times in which the people involved in it are unhappy via the multiplication of wrong factors because the formation of the goal is not so much factored into the start-up. The faculty in charge of this experience claims that this so-called "uncertainty" can be reduced if the factors that form the start-up's behavior are multiplied "correctly". In this course, we will identify and understand the "interdisciplinary" aspects of each of the factors that support start-up behaviors in-line with real life instances, and construct lectures that contribute to the students' academic paper. Some keywords are "flotation", "flotation strategy", "leadership", "entrepreneurship", "venture finance", "ownership and execution", "personal qualities", "technology and business", "Tech Driven Management®", "development from mass marketing to digital marketing", "understanding of investors", "understanding of joint-stock companies", "listed enterprise", "unlisted enterprise", "enterprise and tax accounting", "minor enterprises", "family-owned", "artisan management", "technology management", "entrepreneur and scammer", etc. The difference in relation to Strategy to Start Up (2) is that (1) emphasizes the confirmation and understanding of the factors, and (2) emphasizes the context and anecdotes with many guest speakers. In addition, taking course (2) is not required for registration of this lecture. Since this is a graduate school discipline, students who are not able to participate actively in classes are not recommended to take this course since it is not a lecture or lecture format but a discussion format. Also, in order to avoid absences due to distance, students are allowed to attend classes via tele-participation.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL611](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL611)

Course Title	Strategy to Start Up 2		
Instructor	Takayanagi Hiroki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

In the past 25 years, the faculty in charge been actively involved in 4 start-ups, and the faculty in charge, who has experienced the management of venture companies with equity financing of 2 of those 4, invited a guest speaker in order to consider start-up strategies according to the speech and discussion.

#### Course Contents

For main elements we want to refer to Strategy to Start Up 1. The big difference in (1) is that we invite a large number of start-up managers and understand the "start-up strategy" according to the guest's speech. "Debt finance practitioners", "equity finance practitioners", "founders of unlisted companies", "founders of listed companies", "speakers with previous experience in bankruptcy", "family-owned business practitioners", "non-profit organization managers", "artisan management practitioners", "musicians", "sports players", "new educational corporation practitioners", etc., guest speakers are planned to be invited in the future (undecided at the time of this syllabus writing). Taking course (1) is not required for (2), and, in principle, (1) and (2) are considered separate. Since the "discussion" will be important elements after hearing the guest speeches, students who are not able to actively participate in discussions are not encouraged to participate (because they are not able to be evaluated).

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL616](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL616)

Course Title	Venture Financing		
Instructor	Shimokawa Tomohiro		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

This course prepares students to be competent in the skills of entrepreneurs and corporate financial managers. The course focuses on the specific needs of entrepreneurial ventures, including start-up and development-phase financial and management problems.

#### Course Contents

This course aims to cover the finance of technological innovation, with a focus on valuation tools useful in the venture capital industry. These tools include the “venture capital method,” discounted cash flow analysis, and contingent-claims. Covers the range, scope, and complexity of issues involved in entrepreneurial startups.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL621](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL621)

Course Title	B to B Marketing 1		
Instructor	Kasahara Eiichi		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

This lecture is considered to be able to offer a useful viewpoint not only for industrial goods manufacturers, who are in charge of marketing, sales, planning, development, or purchasing, but also for consumer goods manufacturers, finance, service industries, etc. who are in charge of corporate sales. The actual lectures will be expanded by developing class discussions and short cases, and establishing the basics of B to B professional marketers, while deepening our understanding of the theory.

#### Course Contents

Based on the framework of traditional Marketing Management, this lecture will focus on the following two points, which are the essence of B to B marketing, and we will build a unique theory of B to B marketing. The two points are the buyer's organization purchasing behavior and the interactive relationship between the seller and the buyer. On the basis of this characteristic, the general remarks of the marketing strategy, the evaluation and selection of the target market, the clarification of the effect of the offer on it, and the marketing mix, which is the details, that is, the activity of the product concept development, the pricing, the channel design and the promotion, etc. will be theoretically discussed.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL641](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL641)

Course Title	B to B Marketing 2		
Instructor	Kasahara Eiichi		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

This lecture is considered to be able to offer a useful viewpoint not only for industrial goods manufacturers, who are in charge of marketing, sales, planning, development, or purchasing, but also for consumer goods manufacturers, finance, service industries, etc. who are in charge of corporate sales. The actual lectures will be expanded by developing case studies (group discussions and class discussions) and exercises, and establishing the basics of B to B professional marketers, while deepening our understanding of the theory.

#### Course Contents

Based on the framework of traditional Marketing Management, this lecture will focus on the following two points, which are the essence of B to B marketing, and we will build a unique theory of B to B marketing. The two points are the buyer's organization purchasing behavior and the interactive relationship between the seller and the buyer. On the basis of this characteristic, the general remarks of the marketing strategy, the evaluation and selection of the target market, the clarification of the effect of the offer on it, and the marketing mix, which is the details, that is, the activity of the product concept development, the pricing, the channel design and the promotion, etc. will be theoretically discussed. Emphasis will be placed on case studies and exercises.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL642](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL642)



Course Title	Contemporary Economics 1		
Instructor	Wada Yoshiaki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

Focusing on the business person who is active at the forefront, this course aims to provide the essential knowledge on economics theory and study corresponding use cases.

#### Course Contents

This course provides basic economic theories which is necessary to understand the major economic events currently occurring in the world.

Considering various background of students, who are not familiar with economics, basic and essential theory are covered in this course.

In order to achieve efficient session within the limited time frame, students are required of active participation to the discussion and papers on the topics indicated in class. They are also required to study the indicated topics in advance and exchange each view during the interactive session.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL651](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL651)

Course Title	Contemporary Economics2		
Instructor	Wada Yoshiaki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

Focusing on the business person who is active at the forefront, this course aims to provide the essential knowledge on economics theory and study corresponding use cases.

#### Course Contents

Based on economic theory, this course provides the opportunity to analyze and evaluate the current economic events occurring in the world. Sessions cover the evaluation of current financial and monetary policy, potential economic growth, economic study on ESG and SDGs, mechanism of settlement and payment. From the view point of applied economic theory, this course is designed to analyze the background of events, and evaluate the effect of these event to the society.

In order to achieve efficient session within the limited time frame and deepen understanding, students are required of active participation to the discussion and papers on the topics indicated in class.

They are also required to study the indicated topics in advance and exchange each view during the interactive session.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL652](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL652)

Course Title	Innovation Management		
Instructor	Nakamura Jiro		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

In this lecture, the goal is to deepen the understanding of Innovation Management systematically, and to understand how to use it as an important element and tool in utilizing innovation as a management strategy.

#### Course Contents

As the environment surrounding business such as diversification of society's needs, maturation of the market, and globalization of the economy changes greatly, this is about the ability to promote innovation that will determine the survival of a company. It is key for sustainable growth and development of a company to evolve day to day business through innovation and to respond to changing external environments. Precisely as Darwin had said, "it is not the strongest, but the most suitable for the environment that is guaranteed to survive." is what it is. In this lecture, the aim is to deepen our understanding of how to use this as an important element and tool in utilizing innovation as a management strategy.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL666](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL666)

Course Title	Business Analysis 1		
Instructor	Aobuchi Masayuki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

Understand the structure of financial statements and master the basics of management analysis.

#### Course Contents

In order to develop the business of the corporation, it is important to accurately understand the environment of the company, and other companies in the same field, and analysis of the corporation is required.

The goal of this lecture is to understand the liquidity and profitability of corporations using financial statement figures. The ultimate goal is to create a corporate analysis report for a corporation.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL695](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL695)

Course Title	Business Analysis 2		
Instructor	Aobuchi Masayuki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5200	Language	Japanese

#### Course Objectives

Acquire the skills for understanding the various information surrounding the corporation and for analyzing the corporation.

#### Course Contents

Corporate analysis is conducted using both quantitative information, mainly on financial statements, and qualitative information, which is non-financial information. The goal of this lecture is to acquire methods for analyzing corporations from various perspectives through using the various information that surrounds them.

Also, we will add the contents of the analysis taken up in this lecture to the corporate analysis report prepared in "Business Analysis 1", and we will aim for the completion of the corporate analysis report through the team work.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL696](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL696)

Course Title	Real Estate Business study 1		
Instructor	Fukui Yasuko		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

In order to approach the essence of the real estate business, it is first important to understand what real estate is from a multifaceted, reality-based perspective. In the class, students will approach the asset value of real estate from the angle of finance, and learn about various characteristics related to finance using real estate and methods for understanding collateral values.

#### Course Contents

Real estate and finance are inextricably linked. Real estate is commonly used as collateral for both personal mortgages and corporate loans. In economic activity and social life, real estate plays an important role not only in its physical function but also in the flow of funds.

To understand the nature of this real estate, it is very easy to look at it from the angle of finance. This is because it provides a realistic understanding, rather than an abstract, theoretical understanding.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL701](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL701)

Course Title	Real Estate Business study 2		
Instructor	Fukui Yasuko		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

This course provides an easy-to-understand, point-by-point study of the seemingly esoteric structure of real estate funds. We will look at how each of the four entities – investors, real estate, tenants, and asset management companies – is involved in the structure of a “real estate fund.

#### Course Contents

Real estate funds are embedded in our daily lives in more ways than we can imagine. Deposits, pensions, insurance premiums, etc. are invested in real estate through real estate funds. The office building where you work, the rental apartment where you live, and the large supermarket where you go shopping are all invested in real estate funds. The real estate fund business is a global business. The real estate business is not limited to the real estate field, but is related to various other fields of business. It is very significant to know about the real estate fund business as useful knowledge for society.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL703](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL703)

Course Title	Modern Corporation 1		
Instructor	Katayama Ikuo		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5000	Language	Japanese

#### Course Objectives

This class aims to deepen students' understanding of what a corporation is as an important entity in economic activities, its role, organization, decision-making structure, and relationship with society, as well as the nature of corporate management.

#### Course Contents

Students will understand what a corporation is, its role, organization, decision-making structure, relationship with society, corporate governance, etc., which are important in today's society, and will examine sustainable corporate management through various management issues that arise from changes in the external environment and the changing role of the corporation. The course also includes case studies and in-class lectures. Students will also develop creative thinking and decision-making skills through case studies and in-class discussions.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL711](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL711)



Course Title	Modern Corporation 2		
Instructor	Katayama Ikuo		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5000	Language	Japanese

#### Course Objectives

This course aims to deepen students' understanding of the role of companies as important economic actors and their relationship with society, as well as to deepen their understanding of corporate activities in response to various management issues arising from changes in the business environment.

#### Course Contents

We will examine what kind of corporate management and adaptation to changes in the external environment are necessary to become a going concern (an entity that continues to perform well and generate profits). The role of companies in today's society is changing dramatically, and sustainable corporate management is being questioned. In Corporate Theory 2, students will focus on the sustainability of corporate management. In addition, students will develop creative thinking and decision-making skills through case studies and in-class discussions.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL713](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL713)

Course Title	Sales and Distribution System 1		
Instructor	Takaoka Mika		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

Distribution systems have been, at present, through various innovations up until now. In this class, while cases are introduced, the actual conditions of innovations are examined, and new opportunities are searched for.

#### Course Contents

Today, distribution processes, from production to consumption, are diversified. What kind of innovation was there before that? What was the key element of this innovation? What is the motivation of the entrepreneurs involved? With regards to the actual conditions of history and evolution of distribution innovations in each country, the future will be investigated, while business cases are introduced.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL715](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL715)

Course Title	Sales and Distribution System 2		
Instructor	Takaoka Mika		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

With the changing of the times, innovators have produced various retail business models. In this class, the actual condition of these innovations and new future possibilities are investigated.

#### Course Contents

Up until now, in advanced countries, the characteristic retail type has led the distribution industry, and distribution systems have changed. What kind of business conditions and when and why did they appear? Who took charge of the innovation? And, what was the essence of the innovation? We would like to take up and clarify these points in cases of representative corporations of Japan and overseas countries.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, text books and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL717](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL717)

Course Title	Hotel Management 1		
Instructor	Abe Hirohide		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

- \* Understand major topics of hotel management and operations.
- \* Study hotel companies' corporate and branding strategies.
- \* Study business approaches using assumptions, problem solving, and making proposals.

#### Course Contents

- \* Explain about the hotel business subjects such as sales& marketing, revenue, management, rooms, restaurants, events, human resources management, finance, business plan.
- \* Invite industry experts as guest lecturers and visit hotels order to share their real business cases.
- \* Through pre-assignments and review sessions, analyze critical issues, consider solutions, and propose your own ideas.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL719](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL719)

Course Title	Hotel Management 2		
Instructor	Abe Hirohide		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

- \* Understand major topics of hotel management and operations.
- \* Study hotel companies' corporate and branding strategies.
- \* Study business approaches using assumptions, problem solving, and making proposals.

#### Course Contents

- \* Explain about the hotel business subjects such as sales& marketing, revenue, management, rooms, restaurants, events, human resources management, finance, business plan.
- \* Invite industry experts as guest lecturers and visit hotels order to share their real business cases.
- \* Through pre-assignments and review sessions, analyze critical issues, consider solutions, and propose your own ideas.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL721](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL721)

Course Title	Hotel Asset Management 1		
Instructor	Adachi Mitsuru		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Understand the concepts of hotel asset management and the basics of business fields, and learn its role and significance.  
Based on the relationship between hotel operators, developers, and investors, acquire the ability to practice the framework of hotel management.

#### Course Contents

Learn about the hotel asset management implementation environment.  
Understand the hotel asset management business fields.  
Understand the framework for implementing hotel asset management through case studies.  
Guest speakers may be invited.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL723](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL723)

Course Title	Hotel Asset Management 2		
Instructor	Adachi Mitsuru		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Understand the concepts of hotel asset management and the basics of business fields, and learn its role and significance.  
Based on the relationship between hotel operators, developers, and investors, acquire the ability to practice the framework of hotel management.

#### Course Contents

Learn about the hotel asset management implementation environment.  
Understand the hotel asset management business fields.  
Understand the framework for implementing hotel asset management through case studies.  
Guest speakers may be invited.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL725](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL725)

Course Title	Product Development 1		
Instructor	Shibata Toru		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

This 'Product Development 1' is not aimed at pursuing specialization in a limited research field (=specialist research), but it is aimed at exploring a comprehensive and thoughtful thinking through wide-ranging studies of the entire process of product development (=generalist research).

#### Course Contents

In 'Product Development 1', we will delineate the development process to four general steps, and while explaining the positioning and its role of each step, we will present analytical methods and analytical tools used in the process. The analytical methods and analytical tools presented will be practiced through mini seminars to acquire their meaning and usage.

We will use the SECI model, intellectual property management, SWOT, and Porter's five forces analysis, etc. as concrete analytical methods and analytical tools, but in addition to general usage, it is assumed that customization of our own viewpoint will be added, and at the same time, we will try to add new knowledge to analytical methods and analytical tools used in each process, while understanding the steps of product development.

In addition, this discipline assumes that beginners will be able to study, regardless of whether they have practical experience in developing products or not.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL735](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL735)



Course Title	Product Development 2		
Instructor	Shibata Toru		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6000	Language	Japanese

#### Course Objectives

This 'Product Development 2' is not aimed at pursuing specialization in a limited research field (=specialist research), but it is aimed at exploring a comprehensive and thoughtful thinking through wide-ranging studies of the entire process of product development(=generalist research).

#### Course Contents

In 'Product Development 2', we will actually prepare a new product development proposal in accordance with the contents lectured in the related lecture 'Product Development 1.' However, since it is not possible to manufacture prototypes or mass-produced products, it is limited to what is possible though paper work.

Students taking this class will become a planner and master a series of processes in product development one by one. Some lectures are given, but mainly this will be a class on research subjects by students who took the class.

In addition, this discipline assumes that beginners will be able to study, regardless of whether they have practical experience in developing products or not.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL737](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL737)

Course Title	Global Business Strategy 1		
Instructor	Hioki Keisuke		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

Understand the essence of global management.

#### Course Contents

Understand the thinking and behavioral styles of world class companies that are practicing excellent management on a global scale, referring to theories of business administration. In addition, students will learn about the direction Japanese companies should take and the challenges they need to overcome.

In "Global Business Strategy 1," students will study the management of world-class companies from environmental, strategic, and organizational perspectives in an integrated manner.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL751](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL751)

Course Title	Global Business Strategy 2		
Instructor	Hioki Keisuke		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

Understand the essence of global management.

#### Course Contents

On the basis of the theories of business administration, this course will provide an understanding of the thinking and behavioral styles for growth and survival found in world class companies that are active on the global stage. We will also learn about the direction Japanese companies should take and the challenges they need to overcome.

In "Global Business Strategy 2," students will learn from executives from world-class companies and Japanese companies about their experiences and case studies, and deepen their understanding through discussion.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL752](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL752)

Course Title	Human Resource Development for Managers		
Instructor	Hasegawa Tohru		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6500	Language	Japanese

#### Course Objectives

In this class, students will learn how managers are developed from case studies, and the goal is for students themselves to have an awareness of what it means to be a manager, a management perspective, and a managerial awareness that allows them to imagine what happens in the field, not only in theory but also in practice.

The program is designed not only for those who aim to become managers, but also for those who aim to exercise leadership and management in an organization.

#### Course Contents

In this class, we will consider the image of a manager and management style through discussion.

We will learn about management styles through books.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL761](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL761)

Course Title	Top Management		
Instructor	Hasegawa Tohru		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6500	Language	Japanese

#### Course Objectives

In this class, the goal for students is to acquire the basic knowledge necessary for "top management".

#### Course Contents

1. After thoroughly reading through the textbook, you will collect concrete cases related to the behavior and consciousness of top management.
2. The collected cases will be reported in the class.
3. Discussions will be held based on reported cases.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL764](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL764)

Course Title	Organization Information Theory 1		
Instructor	Akiba Takatoshi		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

Learn about management organization theory and concepts in organizational communication.

#### Course Contents

In this course, Bernard discussed the three elements of organization, which are the necessary requirements for organizational formation: 1. Common purpose, 2. Willingness to contribute, 3. Communication, focusing on organizational communication, classical organization theory, modern organization We will examine how the concept of communication in an organization has changed, focusing on theory. The first half of the lecture will be in a classroom format, and the second half will be in a discussion format about the issues discussed in the lecture.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL781](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL781)

Course Title	Organization Information Theory 2		
Instructor	Akiba Takatoshi		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5500	Language	Japanese

#### Course Objectives

Following Organizational Information Theory 1, students will learn theories such as information processing model that develops organizational communication from contingency theory, communication in organizational behavior, and organizational communication after the information technology revolution.

#### Course Contents

In this course, we will discuss from modern organizational theory the behavior of organizations to deal with uncertainties and information processing, and learn about the relatively new fields of organizational behavior and communication, and the impact of ICT on organizational communication today. The first half will be a classroom lecture, and the second half will be a discussion format based on the themes learned in the lecture.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL782](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL782)

Course Title	Tax Theory 1		
Instructor	Seita Yukihiro		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

The purpose of this lecture is to understand the composition, structure, and characteristics of each tax.

#### Course Contents

Tax has a great impact on corporations, individuals, and various aspects, and it is only with an appropriate understanding of the tax system that it becomes possible to understand the real economy. This lecture will deal mainly with the income tax law as well as the corporate and consumption tax law. Also, we will explain the experiences and latest cases which are unique to practitioners at the forefront of each tax.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL783](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL783)



Course Title	Tax Theory 2		
Instructor	Seita Yukihiro		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

The purpose of this lecture is to understand the composition, structure, and characteristics of each tax.

#### Course Contents

Tax has a great impact on corporations, individuals, and various aspects, and it is only with an appropriate understanding of the tax system that it becomes possible to understand the real economy. This lecture will deal with inheritance tax law, business succession tax system, international taxation, and the U.S. tax system. Also, we will explain the experiences and latest cases which are unique to practitioners at the forefront of each tax.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL784](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL784)

Course Title	IT Industry Theory		
Instructor	Maegawa Toru/Hino Kazumaro		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

We will acquire basic knowledge necessary to understand the current state of the information society and IT businesses based on the progress of Information Technology (IT) and the history of the IT industry, and will consider the future as well.

#### Course Contents

Information technology (IT) has revolutionized business and socio-economics. In this course, we will consider the transition of the IT industry since the middle of the 20th century, in addition to the progress of digital technology, in order to understand how the progress of IT is affecting business and socio-economy. Specifically, we will look back on the transition of computer business, software business, and Internet business as IT businesses. At the same time, we will consider the basic principles that brought about a paradigm shift in the IT industry, and consider the present and future of the information-oriented society.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL785](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL785)

Course Title	Management and Digital		
Instructor	Tamura Eiji		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

Now that digital technologies have been playing more important roles for organizations, we would like to lead digital projects to success in a real context, that is, to ensure that the management is fully satisfied with results of their digital investments. Under this aspiration, the members of the association for Business Process Architect Professionals have collected and analyzed failure cases, studied the elements for success, and have developed concepts and basic approaches to achieve success in the practical environments. We will see success factors from various points of view and learn that root elements are all related to management insights leveraged by strategic use of digital technologies with business initiatives.

#### Course Contents

Business and/or digital experts having different experiences will talk about their knowledge and wisdom based on practice. We will listen to topics including what problems they have encountered in practice, how they have solved issues, or failed, and what lessons they have learned for future success. Assume cases and think ourselves through a mini-case studies. Targeted for both business-oriented students who have interest in digital applications, and technology-oriented students who have interest in business applications.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL787](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL787)

Course Title	Mergers & Acquisitions 1		
Instructor	Furukawa Eiichi		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

A full-scale M & A strategy has become an essential component of management in every Japanese corporation. The purpose of this course is to provide students with a systematic understanding of M & A, impart the skills (including planning, valuation, structure, due diligence, closing, and PMI) needed to achieve the strategic goals of M & A, and help students learn to practice M & A as a part of corporate strategy.

#### Course Contents

The course positions M & A as a corporate strategy and aims to deepen students' practical knowledge of M & A strategies, strategy planning, decision-making mechanisms, corporate valuation, accounting, taxation, legal affairs, corporate finance, and so on, and it achieves this by taking students through actual M & A processes from the perspectives of both the buyer and the seller. By looking at actual cases students will learn realistic M & A practices, and by conducting exercises in such areas as corporate valuation they'll see how the theory can be put into practice.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL788](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL788)

Course Title	Mergers & Acquisitions 2		
Instructor	Furukawa Eiichi		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6300	Language	Japanese

#### Course Objectives

A full-scale M & A strategy has become an essential component of management in every Japanese corporation. The purpose of this course is to provide students with a systematic understanding of M & A, impart the skills (including planning, valuation, structure, due diligence, closing, and PMI) needed to achieve the strategic goals of M & A, and help students learn to practice M & A as a part of corporate strategy.

#### Course Contents

The course positions M & A as a corporate strategy and aims to deepen students' practical knowledge of M & A strategies, strategy planning, decision-making mechanisms, corporate valuation, accounting, taxation, legal affairs, corporate finance, and so on, and it achieves this by taking students through actual M & A processes from the perspectives of both the buyer and the seller. By looking at actual cases students will learn realistic M & A practices, and by conducting exercises in such areas as corporate valuation they'll see how the theory can be put into practice.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL789](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL789)

Course Title	Brand Design		
Instructor	Miyazawa Masanori/Takeuchi Kei		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

“Brand” is of growing importance in the modern business world. However, the concept of brand/brand design tends to be misunderstood and is not properly understood. In this course, students will learn systematically about the basic concept and various elements essential for brand and will experience the process of brand design through exercises.

#### Course Contents

A combination of classroom lectures and workshop-type exercises will be conducted in order to learn the basic flow of how to make brands.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL790](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL790)

Course Title	Digital Transformation-Management		
Instructor	Nonaka Jun		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

This course introduces the basic concept of DX (Digital Transformation) to participants taking this course. At the end of the course, participants are expected to understand the practical DX strategy through the actual business cases.

#### Course Contents

This course focuses on exploring the keys to achieve DX strategy successfully especially in Japanese legacy companies by sharing the actual business cases and discussing with the active consultant as a guest.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL791](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL791)

Course Title	Digital Transformation Strategy 1		
Instructor	Kasahara Eiichi/Hirai Naoki		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

This course offers a useful viewpoint not only for DX specialists in charge of digitalization but also for other positions in charge of ICT, corporate planning, design, R&D, and general affairs. The actual lectures are expanded by developing case studies (group discussions and class discussions) and exercises by establishing the basics of DX professionals, while deepening understanding of the theory.

#### Course Contents

Firstly, we will start this program by understanding the essence of DX, clarifying why some DX or ICT projects tend to end up without having achieved the expected performance results. We see how digital forces are changing five key domains of strategy: customers, competition, data, innovation, and value to customers. For companies who would like to be successful in the digital era, it is indispensable to have new frameworks to develop appropriate strategies in those five domains. This course aims to cover the five domains and to try to establish new theories and ways of thinking.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

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[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL792](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL792)



Course Title	Digital Transformation Strategy 2		
Instructor	Kasahara Eiichi/Hirai Naoki		
Semester	Fall Semester 2	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

This course offers a useful viewpoint not only for DX specialists in charge of digitalization but also for other positions in charge of ICT, corporate planning, design, R&D, and general affairs. The actual lectures are expanded by developing case studies (group discussions and class discussions) and exercises by establishing the basics of DX professionals, while deepening understanding of the theory.

#### Course Contents

We see how digital forces are changing five key domains of strategy: customers, competition, data, innovation, and value to customers. For companies who would like to be successful in the digital era, it is indispensable to have new frameworks to develop appropriate strategies in those five domains. This course aims to further develop the skills and knowledge by applying them in real cases studies.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL793](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL793)

Course Title	Design Management		
Instructor	Akimoto Jun		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS5400	Language	Japanese

#### Course Objectives

Design management," which has been attracting increasing attention in recent years as a new philosophy and method of management and business execution, is still in the process of completion and formation as a business concept. In this course, we will first define "design management" in terms of reflecting design perspectives, ideas, and methods in the decision-making and execution processes of management, as well as consistently recognizing the involvement of the people in charge of these processes. Then, through the existence of "practitioners" who embody the concept in their own businesses, we will focus on showing concrete examples of practices that correspond to "design management. The examples corresponding to "design management" will be based on various recent Good Design Award winners, and the purpose, significance, and specific approaches to management (business) will be clarified through explanations by the people involved in each case. By doing so, the course will contribute to the acquisition of the skills necessary to utilize design in business, so that students can creatively conceive and promote management and business themselves.

#### Course Contents

The course will begin with basic information on current design and a description of design concepts and methodologies that are central to "Design management" thinking. To the extent possible, managers or those in charge at companies or organizations across Japan who have received a Good Design Award in recent years will then speak as invited guests on their design aims, the process from product/service development to business planning to implementation, and their sense of purpose, awareness of issues, and vision, which along with the accompanying student discussions will form the main course content. Note that the instructor in charge will lead the class in case it is difficult for award winners to participate.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL794](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL794)

Course Title	Digital Transformation–Human Capital Strategy		
Instructor	Yanagi Syuichi		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

Course Objectives
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Course Contents
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Others
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※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL795](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL795)

Course Title	Social Innovation Design		
Instructor	Shibata Yoshitaka		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6600	Language	Japanese

#### Course Objectives

In recent years, expectations for “design” have increased in the fields of business and public sectors. However, the definition of design is still ambiguous, and its scope continues to expand. While design has attracted high expectations, this has been a factor in the lack of understanding and penetration of design. In this lecture, the goal is to understand the essence of design and to be able to think about how design can be effectively applied to business in order to realize social innovation.

#### Course Contents

The class will begin by reexamining “design,” and will study examples and concepts of design activities that have attracted attention in recent years, such as Service Design and Vision Design. Through these process, students will deepen their understanding and consideration of how design, which has focused on the color and shape of objects, has expanded its scope to include social and economic issues, and where it is headed through repeated lectures, exercises, and discussions.

#### Others

※Please refer to the “Syllabus & Class Schedule Search System” for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL796](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL796)

Course Title	Marketing Scieice		
Instructor	Ogi Shinobu		
Semester	Fall Semester 1	Credit	2 Credits
Course Number	BDS6400	Language	Japanese

#### Course Objectives

In today's business, we have to use various data and mathematical science methods to promote more advanced marketing.  
 In this class, we learn strengths, weakness and step of mathematical methods in marketing.  
 The main purpose is to acquire the knowledge and skills necessary to solve the problem.

On the final day we give presentations on the assignment each other.

#### Course Contents

Through many examples, we learn how marketing science is used in business.  
 And using tools of data science, we acquire real image of marketing science.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL797](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL797)

Course Title	Hotel development 1		
Instructor	Abe Hirohide		
Semester	Spring Semester 1	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

- \* Understand hotel ownership, management, and operation structure, and types of hotel contracts.
- \* Study the hotel development process from hotel investment to hotel pre-opening, and key stakeholders such as hotel owners, developers, project managers, and hotel operators)
- \* Study strategies of both national and international hotel operators.

#### Course Contents

- \* Explain about the hotel development process: concept development, hotel operator selection, architecture and design, hotel pre-opening.
- \* Explain about the key stakeholders: hotel developers, real estate funds, asset managers, project managers, hotel operators, interior designers, and other consultants.
- \* Cover the important topics including asset management, market research, feasibility studies, hotel management contracts, and renovations.
- \* Through pre-assignments and review sessions, analyze critical issues, consider solutions, and propose your own ideas.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL798](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL798)

Course Title	Hotel development 2		
Instructor	Abe Hirohide		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

- \* Understand hotel ownership, management, and operation structure, and types of hotel contracts.
- \* Study the hotel development process from hotel investment to hotel pre-opening, and key stakeholders such as hotel owners, developers, project managers, and hotel operators)
- \* Study strategies of both national and international hotel operators.

#### Course Contents

- \* Explain about the hotel development process: concept development, hotel operator selection, architecture and design, hotel pre-opening.
- \* Explain about the key stakeholders: hotel developers, real estate funds, asset managers, project managers, hotel operators, interior designers, and other consultants.
- \* Cover the important topics such as asset management, market research, feasibility studies, hotel management contracts, and renovations.
- \* Through pre-assignments and review sessions, analyze critical issues, consider solutions, and propose your own ideas.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL799](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL799)

Course Title	Urban Development Design		
Instructor	Imanaka Keita		
Semester	Spring Semester 2	Credit	2 Credits
Course Number	BDS6700	Language	Japanese

#### Course Objectives

Everyone has been living in a "town" while doing various activities.

However, in Japan, few people are interested or have a sense of participation in "Town planning" because there is a recognition that "Town planning" is carried out by a limited number of specialists, governments, and real estate developers..

Through this lecture, I would like you to raise your interest and own involvement in "Town planning" focusing on the perspective of design.

#### Course Contents

What is a "Town design"?

There are various "Town planning" initiatives in which various people are involved in various ways.

This lecture focuses on the explanation of various ideas and case studies about hardware and software elements, development process, and implementation method for towns.

Students will be required to create a report based on group discussions with other students, and give a presentation on the "town" of the set theme.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL800](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL800)



Course Title	Leructure of Asian Economy 1		
Instructor	Kwak Yangchoon		
Semester	Spring Semester	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

Through the analysis of the economic structure of Asian countries, we will consider the elucidation of various problems in the Asian region and their solutions.

#### Course Contents

Through reading the textbook, we will consider the background and issues of various problems (income disparity, environmental destruction, gender problems, regional conflicts, etc.) that the Asian region has.

As for how to proceed with the lessons, students will develop the ability to think about the above problems by themselves through reports and discussions by the students.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL802](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL802)

Course Title	Leructure of Asian Economy 2		
Instructor	Kwak Yangchoon		
Semester	Fall Semester	Credit	2 Credits
Course Number	BDS5100	Language	Japanese

#### Course Objectives

By studying various problems occurring in Asia, we will understand Asia in the 21st century and the relationship between Japan and Asia. Through understanding the dynamism of Asia, we will look back on the challenges facing the Japanese economy. Finally, understand the position and significance of the Asian economy in the world economy.

#### Course Contents

While explaining various problems that are currently occurring in Asia, understand the causes and solutions. In addition, by explaining how Japan, which is a member of Asia, will deal with Asian countries in the future, it will be an opportunity to think about the role that Japan should play in Asia. Buzz sessions (group discussions) will be held in the latter half of the class so that students can develop their own ability to think about the above problems.

#### Others

※Please refer to the "Syllabus & Class Schedule Search System" for details including course schedule, evaluations, textbooks and others.

<URL>

[https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo\\_2=VL803](https://sy.rikkyo.ac.jp/web/preview.php?nendo=2023&kodo_2=VL803)

