

科目コード/科目名 (Course Code / Course Title)	抽選登録/ Basics in Business and Society		
テーマ/サブタイトル等 (Theme / Subtitle)	Critical issues in technology, innovation, and sustainability		
担当者名 (Instructor)	レイゼル, M. (REISEL, MARY)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2701	言語 (Language)	英語 (English)
備考 (Notes)			

#### 授業の目標 (Course Objectives)

Human society is currently going through major shifts and traditional values are drastically changing, especially in the last few years. The process started long before Covid19, but the pandemic has created and accelerated massive changes in Japan, as well as globally. Through theories, examples, and class workshops, the course introduces students to different forms of critical thinking and analysis skills that will provide deep understanding of the emerging business models, the ethical values of the future corporation, the virtual workspace, and the rising form of consumption in the post-Covid future.

#### 授業の内容 (Course Contents)

The course studies a variety of new business models, new forms of work and employment, and the growing virtual consumption that will dominate the future business style and consumer demands. The content follows the dramatic changes that markets, supply chains, and businesses are going through since the beginning of the century, as a result of the growth of advance technology, new discoveries in science, Covid19 economic restrictions, and the shift to online markets and virtual work. The lessons use theoretical analysis and case studies from different industries in order to demonstrate and analyze the inter-relationships between business structure, consumer demands, value systems, and ethical conflicts. It will present the variety of actors participating and influencing the global economy, from CEOs and employees to investors, financial institutions, individual consumers, shareholders, and the fast-growing world of computing and robotics that have already changed the workforce and power balance of economies and countries.

#### 授業計画 (Course Schedule)

1. Introduction: economy, business and cultural values.
2. The business map: bringing together social diversity, traditional harmony, and financial profits.
3. The Japanese business values in the post-Corona world: analysis and case studies.
4. Why people buy? behavioral economics, e-commerce.
5. The future of shopping, searching, and the new markets.
6. Businesses in the age of transparency and social networks: technology, advertisement, and influencers.
7. Earth capacity: balancing nature's ecosystems and business growth.
8. The rise of the ethical consumer - social responsibility and financial stability.
9. Students' case studies: class workshop.
10. What is a startup and can we start-up?
11. We are all stockholders: the new meaning of being a stockholder of Planet Earth.
12. Pepper, Aibo, and advanced robotics: the future of work, employment, and human-machine relationships.
13. Regulating AI: case studies in the design of new diverse work spaces.
14. Conclusions, summaries, and students' final projects.

#### 授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Students are required to come ready after having read their weekly assignments and preparing for class. The assignments will be posted after each lesson on Blackboard, and the class is mostly active and requires students participation and comments. This is a good preparation for real business meetings in the future.

#### 成績評価方法・基準 (Evaluation)

weekly class work(25%)/最終レポート(Final Report)(30%)/Active class participation(20%)/Midterm case study and presentation(25%)

#### テキスト(Textbooks)

The book listed below is a recommendation but NOT required to buy. A copy will be available in the library and chapters that are part of the lessons will be posted on the Blackboard course page.

#### 参考文献 (Readings)

1. Lawrence, T & J. Weber. *Business and Society: Stakeholders, Ethics, Public Policy*. McGraw-Hill International Edition  
PAY ATTENTION! a copy of the book will be available in the library but only for internal use. It will be reserved for the course students.

その他(HP等) (Others(e.g.HP))

During the course, students will learn how to prepare a professional portfolio, how to present a real case scenario in a business environment, and how to analyze real-life situations based on case studies from Japan and from global corporations.

注意事項 (Notice)