

科目コード／科目名 (Course Code / Course Title)	BX435／Japanese Management1		
担当者名 (Instructor)	西崎 純代(NISHIZAKI SUMIYO)		
学期 (Semester)	春学期(Spring Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	ECX2811	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標(Course Objectives)

- a) Students will understand the main features of business management, including those specific to Japanese businesses.
- b) By reviewing case studies, students will be able to identify key decisions made by Japanese managers, understand the background to these, and evaluate their strategies.
- c) Students will be able to critically analyze a topic of their choice in short assignments.
- d) In class discussions, students will have the opportunity to present their thoughts and exchange ideas to develop stronger arguments.

授業の内容(Course Contents)

Management studies cover topics such as types of businesses, entrepreneurship, business development, strategic planning, types of leadership, investment, finance, competition, production management, supply chain management, marketing and advertising, mergers and acquisitions (M&A), and exit strategies, to name but a few. This course examines the management activities observed, mostly in Japanese companies. “Japanese Management 1” covers management decisions observed in the Japanese market. “Japanese Management 2” deals with international business operations and crisis management. We use selected case studies, including those published in Harvard Business Review. This course consists of lectures and class discussions. The order of topics may be adjusted to maximize learning outcomes.

授業計画(Course Schedule)

1. Introduction: What is management?
2. Key concepts and terminologies in management studies
3. Starting a business
 - Types of business enterprises and funding opportunities.
 - Case study: Softbank
4. What are the management studies?
 - Reviewing American business school programs and their approach, strengths, and challenges
5. The Japanese management: Stylized facts
 - Drucker, P. (1971). What we can learn from Japanese management. Harvard Business Review. March 1971 (71202-PDF-ENG).
6. The most famous Japanese business case
 - Case study: The Toyota production system
7. Competition and innovation
 - Case study: Sony Corporation
8. Managerial accounting: The very basics of financial statements and keywords
9. Leadership dynamics
 - Case study: Nissan's Carlos Ghosn
10. Surviving the privatization
 - Case study: JR Tokai (The Central Japan Railway Company)
11. The smartphone market in Japan and the world
 - Case study: NTT DoCoMo
12. The Japanization of American chain stores
 - Case study: 7-Eleven and Starbucks Coffee Japan
13. Corporate restructuring
 - Case study: Komatsu Ltd.
14. Conclusion

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

Please go through the assigned readings before each class meeting.

成績評価方法・基準(Evaluation)

筆記試験(Written Exam)(42%)/8–10 mini assignments (presentation and short papers).(58%)

The contents of mini assignments will be decided after the class size is finalized. [If applicable] A rubric for a presentation and a short essay will be available for students. Academic Honesty: [If applicable] Students are required to prepare an original presentation and short essay. Severe penalties are in place for students found guilty of plagiarism offenses. The submission of identical pieces of work for different courses is also considered an academic offense.

テキスト(Textbooks)

なし

参考文献(Readings)

Readings will be uploaded on Blackboard.

その他(HP 等)(Others(e.g.HP))

Selected Harvard Business Review case studies are available on the school's database. Please check Business Source Complete, EBSCO on the Library Website.

注意事項(Notice)