



School of Business Administration Meiji University 2011



School of Business Administration Meiji University



History

1881	Jan. Meiji Law School established
1903	Aug. Name changed to Meiji University
1953	Apr. School of Business Administration established
1959	Apr. Graduate School of Business Administration (Master's Degree Program and Doctoral Degree Program for Business Administration Major) established
2002	Apr. Department of Business Management Department of Accounting Department of Public Management established in the School of Business Administration



Create a vigorous co-working environment through business administration



Dean of the School of Business Administration

ABE Etsuo

Professor of Business History and Business Culture

Current Research Field: International Comparison of Business System and Culture

1976: MA from Hitotsubashi University, 1978: left the doctoral course of the same university

1989 to the present time: Professor of Meiji University

Major Books and Articles: Japanese Success? British Failure? (OUP, co-editor)

Profile

Everyone hopes to get along in a rich, satisfactory life. For that purpose, we need to create wealth. “Firms” can play the key role to achieve the goal now.

FPO (for-profit organization), likened to NPO (non-profit organization), would be the main player in the modern time.

Most people have a job at FPO and get rewards like salaries and wages from it, thereby sustain his or her family’s lives.

Hence it is quite important to nurture judgment ability concerning business decision-

making and his or her own career path throughout learning business theory and actual situations.

Needless to say, it is not permissible, legally and morally, to deceit or make the sacrifice of others for self interest. It is essential to get proper profits”. In addition to FPO, there are some other areas like NPO and governmental roles. At the School of Business Administration, students can learn about fields such as business firms, governments and NPOs.

School of Business Administration website: <http://www.meiji.ac.jp/keiei/>

School of Business Administration

Department of Business Management

Develop an ability to read the future

Turbulent changes in today's business environment force enterprises to carry out reforms in many ways. The Department of Business Management aims to develop capable individuals who have the insight to predict future changes and are able to properly respond to them. We organize subjects for particular purposes: subjects related to international business strategies for responding to the rapid economic globalization, subjects related to the management of human resources for dealing with the most familiar issues such as employment and job satisfaction, and subjects related to the management of information and technology for responding to the development of knowledge information networks. And we take various approaches – from theoretical, historical and demonstrative perspectives – in classes.

We hope to work together with our students in the Department of Business Management to read the future of the business community through a wide range of curricula that meet the needs of the times.

Department of Accounting

Contribute to society as an accounting specialist !

Accounting information is indispensable for decision-making by people in various fields, such as business executives, supervisors, investors, bankers, government and municipalities. Accounting information is also a globally-comprehensible common language, as it reflects the basis of corporate activities. In today's highly globalized society, there is a growing demand for accounting specialists who have a profound knowledge of accounting.

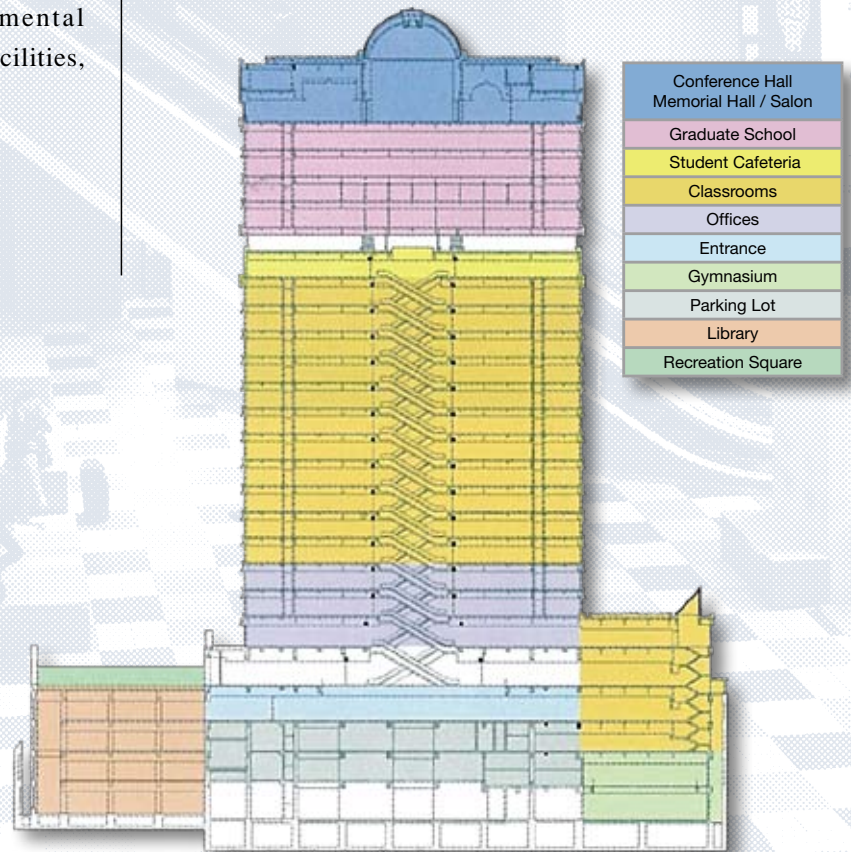
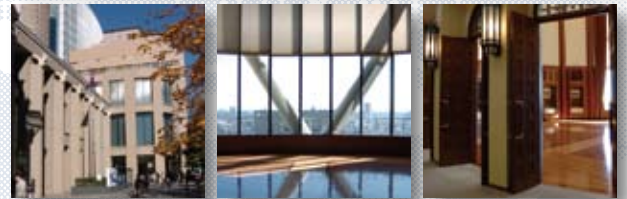
The Department of Accounting was established to meet the needs of the times. We have unique, enriched curricula for students based on accounting know-how accumulated by Meiji University over the years, which is among the best in Japan. Have a clear goal in mind and work hard together with fellow students who share the same ambition, and you will surely make a great contribution to society in the future as an international accounting specialist.



Department of Public Management

Create new public services

Public management is generally understood as the activities to realize effective and efficient administrative operation by introducing the concept of “business management” into public organizations. In recent years, however, there has been a tendency to include NPOs, social enterprises and cooperatives – which are expected to be the supporters of “new public service” – in public management. It is growing as an academic field that deals with the management of public entities in a broader sense, including NPOs, from the viewpoint of business administration. In the Department of Public Management, the students will learn about not only the management of administrative organs, but also that of NPOs active in a wide range of public service areas such as medicine, welfare, education, town planning, environmental conservation, international cooperation, public facilities, sports organizations, and so on.



Campus Life

Meiji Students are busy with events all year around!



April: Entrance ceremony

A new life as a Meiji University student starts at Nippon Budokan. Invitation for club activities is in full swing during this period!



May: Tokyo Big 6 Baseball games

Games are played at Meiji Jingu Stadium in spring and autumn. The players' persistence and the students' cheering are vital to the championship!!

Let's go root for the team together! It helps us unite as Meiji University students!

June: Parent-teacher meeting

Once a year, the faculty visit the parents' association in each district all over Japan and talk directly with them about the students' academic records and other areas of college life.



July: First-term examinations

August - September: Summer vacation

Factory tour

Reconcile knowledge with reality

Every year, students are encouraged to visit many different factories. The objective is to observe how the knowledge they acquired in the classroom is actually being applied to the real world. To date, they have visited many firms beyond industry, from automobile companies such as Toyota, Nissan and Honda, to electronics businesses including Sony, Cannon and Hitachi, coming in touch with the frontline business and asking questions.



October: Rugby football championship

Meiji is associated with rugby. Let's all get together at National Olympic Stadium! Paint the stadium with deep purple and sing our school song.

November: Meidai Festival

Meidai-sai is the annual school festival. Students enjoy their youth to the fullest with the events of their own initiative – refreshment booths by each club, live comic shows, mini concerts...you name it!

December: On-campus competition

Each seminar of the School of Business Administration is divided into groups and they give presentations on a chosen theme. The judges comment on the performances and the seminars that receive the best assessments are awarded prizes.

January: Final examination

Hakone Ekiden (marathon relay race)

Meiji University got seeded in the 2009 race for the first time in 43 years and realized its long-cherished wish! since then, Many Meiji students and alumni take to the streets and root for the runners.

February - March: Spring vacation

March: Graduation ceremony

Students start and also end their college life at Nippon Budokan. Even after graduation you can keep your pride as Meiji alumni by contributing to society!



Sports meet

Promote further exchanges

The seminars (or classes for freshmen and sophomores) of the School of Business Administration compete with one another in three events – volleyball, basketball and mini soccer. There are also softball matches between the students and the faculty team. They get really exciting!

The Campuses



IZUMI

In the first and second year, the students of the School of Business Administration spend time on this spacious campus endowed with a lot of greenery.

On the occasion of an on-campus event, students get together and have a blast!

Media Tower

This is the symbol of the Izumi Campus, with the classrooms equipped with multimedia facilities. A comfortable learning environment is provided to students, with plenty of equipment in place ranging from the IT facilities for private studies and classes to the lounge for relaxation.

CALL Study Hall

Lounge 1F

Izumi Library

The library has as many as 340,000 books! Students preparing for entrance examinations can visit the library without appointments, so feel free to come anytime.

Cafeteria

If you feel hungry, go to the cafeteria! The huge space for chatting with friends makes you feel like staying longer...!?

Well-equipped Sports Facilities

The gymnasium is well-equipped with facilities ranging from a heated swimming pool, volleyball, basketball and other courts, to the Conditioning Room and Running Road. The outdoor facilities include the tennis court and artificial turf playground. These facilities provide a perfect environment for building up your body and spirit.





SURUGADAI

In the third and fourth year, the students of the School of Business Administration study in the heart of Tokyo, Surugadai, which is also the center of politics, economy, science and culture.

The area surrounding the Surugadai Campus, unlike Izumi, has a modern atmosphere.

Liberty Tower

Liberty Tower houses Kishimoto Tatsuo Memorial Hall and the stained glass panels and angel removed from the former memorial hall are brought back to life here.

Sky Lounge Akatsuki

The townscape of Tokyo viewed from the 17th-floor cafeteria in Liberty Tower is magnificent.

Central Library

The library is situated on building has the first floor and three floors underground. In the Rodin Room, students are prohibited from using calculators and listening to music. Even the cell phone connection is disabled, so they can concentrate on studying in a quiet space.

Lounge Marronnier

This relaxation spot on the Surugadai Campus is also the best place for group studies and meeting. There are many Such Refresh Spaces in Liberty Tower.

Academy Common

This is the base of lifelong education open to society, furthering intellectual progress. It houses the Law School and other Graduate Schools for training highly-skilled professionals, a museum, and an auditorium that can accommodate 1,200 people.

Museum

(Academy Commons B1F)

Interview with Students

Meiji
Student

HASUNUMA Daisuke



Hi, I'm Daisuke Hasunuma. Receiving exchange students was very excited for us. Because, in Japan, we have no place to speak English. That was great experience for us to introduce our research to them by English. At i-meeting, we share each national culture, the atmosphere in universities, and so on. We could know our life and I really want to go to Victoria University. The most impressive memory is participating in soccer meeting of Meiji university with Chang and we came in second! We shall never forget this. Would you make unforgettable experience with us?



Exchange
Student

ZHANG Chi

Home Institution: University of Victoria, Canada



Meiji University is a good choice if you want to experience Japanese life. All the students and staffs are kind. They would like to communicate with you. All you need to do is to open your mind and join their groups.

One more suggestion: you'd better to learn some basic Japanese because you may need to speak Japanese

when you are outside of Meiji.

The most exciting thing that I had been experienced in the exchange term was the soccer league held by B.A. department. From that soccer league, I realized that all the Japanese students were participated in sports no matter whether they played good or not. It demonstrated the essence of sports: play fair and have fun.



Meiji
Student

TAMASAWA Miki



This year has been one of the best in my entire life. It's my first time to communicate with foreigner using English in long term, so I can feel and touch another culture and stimulation. International student are always highly motivated to learn something and then I take same class with them, I thought that I have to try more and more hard. The most impressive deference is their response. When Lecturer give us some question they answer almost same time, it's surprise for Japanese shy student. In my seminar atmosphere has changed after welcomed international student.

I always miss them when they leave Japan, but not only me but also they miss Japan too and say "I want not go back, I wanna stay more." Japan is the nice place to know and learn and study anything and comfortable to live in. We are welcome all of you come to Japan!! I can say that you can enjoy your everyday!

Thank you very much.



Exchange
Student

BUDNIKOVA Anna

Home Institution: State University of Management, Russia



I often watched Japanese anime cartoons on TV when I was a child, and I was interested in Japanese language. However, in Russia, Japanese is minor language to study as a foreign language. I had few chances to study Japanese in Russia, so I decided to come to Japan. Also, Japan is an advanced country in business administration, which is my major, in addition to study of marketing. I had heard that Japanese people study hard, and I wanted to devote myself to study in an enthusiastically motivated environment.

I almost couldn't speak Japanese at all before I came to Japan. I am taking Japanese language class for beginners. I often have trouble because of the difference between the languages in daily life, but in campus life, I have no problem for now because there are a lot of English-taught classes at Meiji University. Every class I am taking, including classes in my major field, is taught in English. However, I aim to take a Japanese-taught class in the next semester as I am here in Japan to study language.

Don't be afraid to study abroad, though you may be nervous about the differences between the languages and cultures. And don't concentrate on studying too much. It's also important to try to learn about Japanese culture and get to know Japanese people as much as possible.



Seminars

Well-organized small-class education

One of the important things in college life can be the attitude to study on one's own initiative, or student autonomy. The seminar is one educational form essential to the cultivation of student autonomy. The fact that Meiji University offers small-class education, even though it is Japan's leading university with more than 30,000 students, is one of the school's great features. Turning the downside of mass production education into the upside by enriching the quality of seminars will help strengthen the individual. What you gain from discovering a theme of your own interest and discussing it with many people is not just knowledge and theory, but also a connection to others that you will be able to cherish throughout your lifetime. Recognizing the individuality of one another and trying to improve on it will lead to strong solidarity among Meiji University students.

And the bonds among the students will give them food for the mind and enable them to work actively in this advanced, complex society.

Seminars require initiative in addition to communication skills and the ability to address and resolve issues. It is one of the major differences in the learning style between high school and university. We offer seminar-style classes for students to delve deep into their specialized fields toward their dreams and goals instead of just tackling the given assignments. By enhancing presentation and discussion skills in interactive classes of 10 to 20 students led by one instructor, they can increase knowledge and ability needed for studies in the seminars of their special fields. These seminars are optional, not compulsory, in many faculties, but the rate of registration is quite high.

ABE Etsuo, Professor

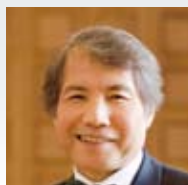
Business Culture, Business Strategy, Business History

Research theme

International Comparison of Business Development

Message for exchange students

I am teaching business culture and business history. My academic interest is the international comparison of business, based on the long term analysis, i.e. history. Key words in my research are market, strategy, structure, governance and culture .



ENDO Koshi, Professor

Industrial Relations

Research theme

Individual labor disputes in Japan, individual affiliate unions in Japan, and pay system

Message for exchange students

I hope you enjoy studying employment relations in Japan.



ABE Taku, Associate Professor

Cultural Anthropology

Research theme

Anthropological Studies on Bali and Yunnan

Message for exchange students

My specialty is anthropology (Area: Bali Indonesia and Yunnan China). The seminar students are from Japan, China, Korea, and Australia. Students who are interested in Asian culture and want to make Japanese friends are welcome!



HAO Yanshu, Professor

Comparative Management (China)

Research theme

Human Resources Management of Japanese Companies in China

Message for exchange students

If you don't ask, you don't get.
Overprepare, then go with the flow.
The best is yet to come.



ICHINOSE Masashi, Full-time Lecturer

**Physiology, Science of Exercise Training,
Industrial Physiology**



Research theme

**Exercise training for improving health
and athletic performance. Cardiovascular,
respiratory and body temperature**

Message for exchange students

The physiological functions of human body are regulated very well during exercise. Studying the exercise physiology will give you important knowledge of how the exercise provides benefits for health and athletic performance.

LI Jiang, Associate Professor

**Business English, Practical Drama,
Creative Writing**



Research theme

English Literature, Multiculturalism

Message for exchange students

Spending a term or a year studying abroad while in college will no doubt be an invaluable, life-enriching experience. I hope you benefit from this opportunity enjoy your term/year at Meiji as well as your life in Tokyo.

KATO Shizuko, Professor

**Comparative Business Management
Russia/Central and Eastern Europe**



Research theme

**Comparative Business Management
Russia/Central and Eastern Europe**

Message for exchange students

In my seminar, students are divided into autonomous groups. Each group chooses a topic related to business management, writes a report and makes a presentation at the term end.

NAKANISHI Aki, Professor

**Managerial Psychology
Knowledge Management**



Research theme

**Humans, Organizations and Business in
Knowledge Society**

Message for exchange students

My students enjoy researching businesses and organizations which they are interested in and participate some presentation contests to report their study results. Through this process, students can learn business knowledge and develop social skills. We appreciate diversity and open-minded culture.

KIERNAN Patrick, Full-time Lecturer

English, Global Issues



Research theme

Intercultural Communication in Business

Message for exchange students

My classes focus on intercultural communication and global issues from a business perspective. In seminar classes you will follow up areas of particular interest to share through reports and presentations. I very much welcome international and exchange students.

OISHI Yoshihiro, Professor

Global Marketing



Research theme

Global Marketing, Global Brand

Message for exchange students

We are studying Global Marketing of manufacturers, retailers, services and so on. Crossing national borders cause several problems because there are many differences between domestic and abroad. Resolving such problems is getting more and more important these days than before.

KIKUCHI Masao, Associate Professor

Global Public Management Reform



Research theme

**Public Policy and Management from a
Comparative Perspective**

Message for exchange students

One of the major thrusts of this course is to explore both Japanese and international students to the general contour of global public management transformation. In the class, comparative analysis and case study are highly valued.

SAKAMOTO Tsuneo, Professor

Corporate Finance



Research theme

**The principle of the maximization of shareholder
return to the Harmonized Management**

Message for exchange students

Meiji University seeks to make dramatic advances into the global community as an open-minded University. We are looking to welcome more foreign students in the future. Welcome to Meiji University.

SASAKI Satoshi, Professor

Japanese Business History

Research theme

Entrepreneurial History, History of Distribution System in Japan

Message for exchange students

I hope exchange students will take an interest in Japanese business history. A historical perspective promotes better understanding of the Japanese business climate. In my seminar, students read books on Japanese business history in turn and do research on some case studies jointly.



SUZUI Masatoshi, Professor

Lifestyle Management

Research theme

Life Science

Message for exchange students

Health is one of the biggest issues in modern society. Risk factors are related to the individual lifestyle in most cases. In my seminar, students investigate exercise, nutrition, rest, stress-management and abuse-management to create better lifestyle for wellness.



SATSUMA Hideto, Professor

European History

Research theme

History of Eastern Europe

Message for exchange students

As the world is now changing fast, learning history is very important for us to cope with many problems of the contemporary world. In my seminar, each student chooses topic not only from Japanese but from world history.



TAKAHASHI Masayasu, Professor

**Organizational Theory
Organizational Behavior**

Research theme

Organizational Discourse and Organizational Behavior

Message for exchange students

Students of my seminar study human behavior in organizations by employing statistical methods such as multivariate analysis. Anyone interested in research and analysis in this field is welcome to participate, provided that they already have knowledge of statistics.



SHIMIZU Kazuyuki, Full-time Lecturer

Comparative Business Economics

Research theme

**Corporate Governance,
Corporate Social Responsibilities**

Message for exchange students

My research subject is the comparative study between EU and Japan on Corporate Governance and Corporate Social Responsibilities. I hope students who will attend my seminar to collaborate in a team-work.



TAKAYANAGI Mika, Associate Professor

Marketing Management

Research theme

Media and Marketing

Message for exchange students

In my seminar class, students try to combine real-world expertise and rigorous research to create powerful knowledge and innovation in marketing.



SUMI Atsushi, Full-time Lecturer

International Management

Research theme

Transcultural Management

Message for exchange students

The central theme of the seminar concerns the issue of “glocalization.” You will examine how “global” and “local” are related in the management strategic thinking when companies cross national borders. Examples will be taken from both Japanese and foreign companies.



TSUKAMOTO Ichiro, Professor

Nonprofit Organizations

Research theme

**Study on Nonprofit Organizations,
Social Enterprises and CSR**

Message for exchange students

My research interest is to examine the potential of nonprofit organizations, social enterprises, social marketing activities, and public-private partnerships for resolving social issues. I hope that students will learn hybrid and multi-stakeholder approach to social problems beyond traditional public-private division.



USHIMARU Hajime, Professor

Corporate Theory

Research theme

Emergent Process of Inter-organizational Networks

Message for exchange students

My research focuses on corporate behavior from a quantitative approach. In my seminar classes, students actually visit Japanese corporations for research and make presentations on their findings.



YAMASHITA Yoshie, Professor

English Seminar III , Seminar A · B

Research theme

Communicative English, Introductory Linguistics A, Introductory Linguistics B

Message for exchange students

Welcome to Meiji! I hope you will enjoy meeting new people and exploring the new world here with keici students. Time passes quickly, so grab opportunities whenever you can!



Topics

Educational content for incoming exchange students



School of Business Administration provides educational content for the incoming exchange students. By using this content, exchange students can get information about Meiji University and studying at School of Business Administration. In addition, they can learn basic Japanese conversation and get used to the sound of Japanese before coming to Japan.

Content consists of two parts: “Campus Tour” and “Japanese Lesson”. In “Campus Tour”, Meiji students show you around the university campus. In “Japanese Lesson”, you can practice daily conversation in Japanese through the native English professor’s guide. This content may help incoming exchange students to know well about school life in Japan from the starting line.



Courses in English

Contents Business A/B

[Contents Business A]

This course will help students take an overview of the structure of the creative content industry, and discuss the developments which took place. The class will also discuss the future of the industry in specific categories, using actual case studies.

[Contents Business B]

As a continuation from the prior semester, this course will discuss the creative content industry into depth, by looking at many different issues that arise in the industry (intellectual rights, coping with new technology, etc.). We will frequently have discussions within the class to exchange different viewpoints.

Special Lectures on Business Management C/D (Policy for Small and Medium-sized Companies)

These two lectures would cover both the reality (such as scale, employment, profit and succession) and challenges of Japan's SMEs (such as finance, business failure and resurrection, and policy formulating process), and the government's according policy. C covers the former and D does the latter, and the two courses are dovetailing each other. The two courses would include a consequence and policy response of the Lehman shocks, significance and expectation of role of SME with not only domestic but also international implications, and other aspects. The lectures are implemented through English and discussion with a professor and other students.

American Culture

Cowboys? Indians? Immigrant workers? The Blues? Hollywood? Crime? War? Equality? Coca-Cola? What is American culture? Is there such a thing as American Culture? What are the sources of American Culture? Who makes it? Who owns it? Where is it?

This course starts from the position that we are all participants in American Culture – and asked students to question the role it plays in our lives and the role we play in American Culture. We will approach "American Culture" as a mystery, looking for clues not just on its surface but in its shadows. Students will learn about American Culture from the inside out through the lives and stories of Americans and through examining their own experiences of American Culture. This course will be taught in English.

Global Issues A/B

Global Issues is taught in English and suitable for students wishing to develop their English reading and listening skills as well as those interested in current global concerns. The course introduces issues in the world and encourages further exploration.

Since such issues are viewed in variety of ways, it also seeks to promote critical thinking. The main course materials will be readings introducing the issues. Video materials will also be used to give a multi-media view of the topics. Besides reading and listening, students will keep a reflective journal in English which will be used as a source for small in-group discussions. Guidance will be given on how to discuss the themes effectively and report back on discussions.

Innovation Strategy in Japan A/B

[ISJ A]

This course try to find out the cause and counter-plan to restore Japanese industry competitiveness. Toward that purpose, we would like to study MOT for it basic notion and Related issue with management and marketing strategies.

[ISJ B]

This course tries to find out the cause and counter-plan to restore Japanese industry competitiveness. Toward that purpose, we would like to study MOT for it basic theory and related issue with management and marketing strategies to avoid Galapagos. Particularly, ISJB at first review basic MOT theory, proceed to different case study of Actual industries. Finally wrap up corporate strategy in technology.

International Management A/B

Globalization influences corporations in a variety of ways, and one of its significant characteristics is seen in the changing strategic goals of corporations in their overseas operation. Corporations now that attempt to expand overseas face a variety of challenges resulting from the rising necessity for standardizing systems and practices of the whole corporation and adapting to the local environments.

Global competition has increased its complexity as well. The newly industrialized nations as represented by the BRICs, and the increasing emphasis on regional economic alliances have necessitated corporations to alter their business strategies to cope with the turbulent global environments.

The course aims at addressing these rising challenges and issues in the international management and understanding them from wider perspective. The class lectures will consist of English lectures (90%) and supplementary explanations of the main concepts in Japanese (10%).

TOEFL Intensive A/B

This course is a preparatory course for TOEFL iBT which has been used widely among North American Universities and other universities in the world as an assessment tool for English proficiency of non-native speakers of English. There are four sections (listening, reading, writing, speaking) all of which will be administered through the Internet-based program. Many of the themes deal with academic events on campus including visiting professors and university staff for help with college life and university lectures in various fields.

Business Presentation A/B

In today's global business environment, one's English presentation skills are becoming increasingly important for success in business practices such as business negotiations, meetings, internal and external communications. This class aims to equip the student with public speaking skills needed for various business situations and requirements.

Transcultural Management A/B

Our business environment has been forced to be globalized where we have to manage over the cultural diversity together with bridging the gap of time and distance. The course will try as much time as possible to debate the cases and present the solution in front of other students to foster the capability of communication with foreign peoples over their cultural differences.

Strategic Analysis of Japanese Companies A/B

Strategic analysis provide us the characteristics of Japanese
SWOT (Strength, Weakness, Opportunity and Threat.) analysis and other tools have its different characteristics suggest management to analyze and re-construct for future corporate strategy.
Strategic Analysis covers not only production process management such as Just-In-Time and kaizen method, but also marketing and product development strategy. Toward that purpose, this lecture provides tools and means to strategic analysis.
Achieving to understand basic tools of strategic analysis and report making with single tool of analysis

Interdepartmental Specialized Subjects A/B (History of International Relations)

In this course, we will try to get the basic historical knowledge that are necessary to think about the future of Japan and the World.

From the beginning of the 19th century, until the 1960s, the colonial question has been one of the most important problems within the international relations. From this time, almost all the world, including Asia, had fallen under the domination of the "western" countries. Only two countries preserved their independence: Thailand and Japan. The price for Japan of this independence was the westernisation of its culture and political system. But Japan soon joined the club of the colonial powers.

We will try to analyse several case of colonisation and decolonisation of Asian countries. We will also try to explain the main causes and consequences of this phenomenon. We will especially focus on the relations between Japan and its Asian neighbours. Finally, we will explain how this question has remained an important issue until today.

Comparative Business Management A/B

[CBM A]

This course introduces the concept and theory in the field of strategic management and related international business theory to help students understand the theoretical foundations of strategic management, its processes, tools and implementation within corporations. Within the framework given above, we are going to compare different characteristics which can be observed and different case studies by Multinational Enterprises from various home countries. We are going to use cases of MNEs from Japan, South Korea, Taiwan and their behaviors in Thailand, Malaysia, Singapore and China. We are also going to look at American and European companies' behavior in host Asian countries, such as Japan, Thailand and Malaysia.

[CBM B]

This course examines innovation strategies and management that enhance innovative capabilities of companies. We are going to examine how Multinational Enterprises (MNEs) are coping with competitors in the global market, using innovation strategies. It also covers knowledge creation management, which has become critical in the 21st century to secure dynamic organizational capabilities, and national innovation systems of a country. Within the framework given above, we are going to compare different characteristics which can be observed and different case studies by Multinational Enterprises from various home countries. We are going to use cases of MNEs from various countries and examine their innovative behavior in the global market.

Comparative Management (America) A/B

This course aims to provide to the students how to manage the global business, bridging the gap of time and distance.

The course will introduce the practical business cases and share the thoughts with students about the method of solutions of each case. Students are expected to put themselves in the cases and discuss with groups with their own ideas, then to make the presentation in front of other students. Goal is to foster the capability of students to manage the global business with the knowledge of basic theory of the management.

Internet Contents A/B

[Internet Contents A]

This course will help students learn about the creative content business with special emphasis on the internet and world wide web. The class will take students through the history and developments of web contents with observations into each particular category.

[Internet Contents B]

This course, as a continuation from the previous semester, will discuss Web Contents from the context of monetization of web assets. The course will help students develop an understanding of the current issues in the web business arena.

Strategic Marketing A/B

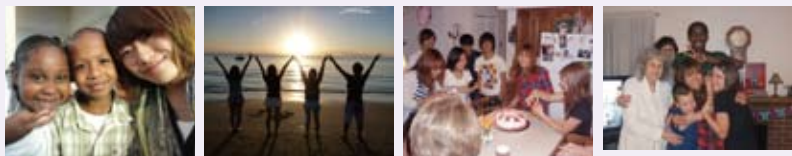
This course tries to find issues and solution as management and marketing strategies through observing the electronic industry. All lectures will be based on actual business. The contents of this class will help the students to work globally in future. This class refers to relation between marketing and others.

Interdepartmental Specialized Subjects A/B (International Political Economy)

International Political Economy (IPE) is to analyze the interactions between political and economic phenomena on an international scale. The courses of International Political Economy A & B provide a systematic introduction to IPE. The courses cover the major approaches to the discipline of IPE as well as contemporary issues mainly in East Asia.

Topics

I-meeting



“I-meeting” is an international exchange event for all students and faculty members at School of Business Administration which is held about once every few months. More than 100 students and teaching staff in total attended this event last semester.

Each event is planned on home countries of international students. Representatives of the international students have a presentation about their own culture, traditions and trend, etc, and the participants have a discussion from various viewpoints.

After session, they enjoy having a small party.

Both the international students and Japanese students are able to interact with each other and it may encourage improvement of their communication skills. “I-meeting” provides a valuable opportunity for cross-cultural communication to share diverse values with all students and faculty members at School of Business Administration.

Partner Institutions of Meiji University



144 Collaborating universities in **35** countries (As of Feb 2011)

() : The number of schools

* : Interdepartmental agreement of School of Business Administration (6 countries, 8 schools)

