# Table of Contents

1. Table of Contents .............................................................................................................. 1
2. 2020 Academic Year Schedule/Calendar ........................................................................ 2
3. Timetable ......................................................................................................................... 5
4. List of Courses 2020 ...................................................................................................... 6
5. Timetable 2020 (Courses in ENGLISH) ..................................................................... 8
6. Classes Outline .............................................................................................................. 10
   (1) Global Issues A · B
   (2) Liberal Arts Seminar in Foreign Languages A · B · C · D
   (3) TOEFL Reading
   (4) TOEFL Speaking
   (5) TOEFL Preparation A · B
   (6) English Exams A · B
   (7) Business Presentation A · B
   (8) Fundamentals of Management A · B
   (9) Transcultural Business Communication A · B
   (10) Strategic Business Communication A · B
   (11) Japanese Economy
   (12) Corporate Social Responsibility
   (13) Web Business A · B
   (14) Contents Business A · B
   (15) American Culture
   (16) Fundamental Specialized Lectures B
   (17) Innovation Strategy in Japan A · B
   (18) Strategic Marketing A · B
   (19) International Management A · B
   (20) Strategic Analysis of Japanese Companies A · B
   (21) Transcultural Management A · B
   (22) Special Lectures on Business Management C · D
   (23) Basic Accounting A · B
   (24) Financial Accounting A · B
   (25) Management Accounting A · B
   (26) Introduction to Public Management
   (27) Basic Solution Approach to International Public Management
   (28) Applied Solution Approach to International Public Management
   (29) Tourism Management A · B
   (30) International Development
7. Scholastic Evaluation .................................................................................................... 45
8. Guidelines for Taking Final Exams .............................................................................. 46
9. Surugadai Campus Classroom Information List ............................................................... 47
10. Izumi Campus Classroom Information List .................................................................. 49
# Meiji University 2020 Academic Year Schedule

<table>
<thead>
<tr>
<th>Spring Semester</th>
<th>April 1 (Wed.)</th>
<th>~</th>
<th>September 19 (Sat.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance Ceremony</td>
<td>April 7 (Tue.)</td>
<td></td>
<td></td>
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<tr>
<td>Orientation</td>
<td>April 1 (Wed.)</td>
<td>~</td>
<td>April 7 (Tue.)</td>
</tr>
<tr>
<td><strong>Course term</strong></td>
<td>April 8 (Wed.)</td>
<td>~</td>
<td>July 14 (Tue.)</td>
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<tr>
<td>Holding of first half intensive course classes (S1)*</td>
<td>April 8 (Wed.)</td>
<td>~</td>
<td>May 26 (Tue.)</td>
</tr>
<tr>
<td>Holding of second half intensive course classes (S2)*</td>
<td>May 27 (Wed.)</td>
<td>~</td>
<td>July 14 (Tue.)</td>
</tr>
<tr>
<td><strong>Holiday compensation class (1)</strong></td>
<td>May 9 (Sat.)</td>
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<td>May 16 (Sat.)</td>
</tr>
<tr>
<td>*Use of normal Saturday periods</td>
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<td></td>
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<tr>
<td><strong>Holiday compensation class (2)</strong></td>
<td>June 27 (Sat.)</td>
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<td>July 4 (Sat.)</td>
</tr>
<tr>
<td>*Use of normal Saturday periods</td>
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<tr>
<td><strong>Classes held on holidays (1)</strong></td>
<td>April 29 (Wed.)</td>
<td></td>
<td>[Shōwa Day]</td>
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<tr>
<td><strong>Classes held on holidays (2)</strong></td>
<td>May 4 (Mon.)</td>
<td></td>
<td>[Greenery Day]</td>
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<tr>
<td><strong>Classes held on holidays (3)</strong></td>
<td>May 5 (Tue.)</td>
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<td>[Children's Day]</td>
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<td><strong>Classes held on holidays (4)</strong></td>
<td>May 6 (Wed.)</td>
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<td>[Substitute holiday]</td>
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<tr>
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<td>July 15 (Wed.)</td>
<td>~</td>
<td>July 22 (Wed.)</td>
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<tr>
<td><strong>Temporary closing (class suspension) day</strong></td>
<td>July 25 (Sat.)</td>
<td>~</td>
<td>July 31 (Fri.)</td>
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<tr>
<td><strong>Summer Break</strong></td>
<td>August 1 (Sat.)</td>
<td>~</td>
<td>September 19 (Sat.)</td>
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<tr>
<td><strong>Autumn Graduation Ceremony</strong></td>
<td>September 19 (Sat.)</td>
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<table>
<thead>
<tr>
<th>Fall Semester</th>
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<th>March 31 (Wed.)</th>
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<td>Orientation</td>
<td>September 18 (Fri.)</td>
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<td>September 21 (Mon.)</td>
<td>~</td>
<td>January 23 (Sat.)</td>
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<tr>
<td>Holding of first half intensive course classes (F1)*</td>
<td>September 21 (Mon.)</td>
<td>~</td>
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<td>November 16 (Mon.)</td>
<td>~</td>
<td>January 23 (Sat.)</td>
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<tr>
<td>Event</td>
<td>Date 1</td>
<td>Date 2</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
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<td>[Respect for the Aged Day]</td>
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<td>[Autumnal Equinox Day]</td>
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<td>November 23</td>
<td>Labor Thanksgiving Day</td>
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<td>October 17</td>
<td>October 24</td>
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<tr>
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<td>(Sat.)</td>
<td>(Sat.)</td>
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<tr>
<td>Holiday compensation class (2)</td>
<td>December 22</td>
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<td>*Only supplementary instruction on all days</td>
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</tr>
<tr>
<td>*Only supplementary instruction on all days</td>
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<td>University Festival Week</td>
<td>October 31</td>
<td>November 6</td>
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<td>*All classes suspended during this period</td>
<td></td>
<td>(Sat.) ~</td>
<td></td>
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<tr>
<td>Meiji Festival</td>
<td>November 1</td>
<td>November 3</td>
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<tr>
<td>Ikuta Meiji Festival</td>
<td>November 1</td>
<td>November 3</td>
<td></td>
</tr>
<tr>
<td>Foundation Day Holiday</td>
<td>November 1</td>
<td>(Sun.)</td>
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</tr>
<tr>
<td>Temporary closing (class suspension) day (1)</td>
<td>December 23</td>
<td>(Wed.)</td>
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<tr>
<td>Temporary closing (class suspension) day (2)</td>
<td>December 24</td>
<td>(Thu.)</td>
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<tr>
<td>Temporary closing (class suspension) day (3)</td>
<td>January 16</td>
<td>(Sat.)</td>
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<td>Winter Break</td>
<td>December 25</td>
<td>January 7</td>
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<td></td>
<td>(Fri.) ~</td>
<td>(Thu.)</td>
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</tr>
<tr>
<td>Foundation Day</td>
<td>January 17</td>
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<td></td>
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<tr>
<td></td>
<td>(Sun.)</td>
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<tr>
<td>Final exams</td>
<td>January 25</td>
<td>February 3</td>
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<td>(Mon.) ~</td>
<td>(Wed.)</td>
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<tr>
<td>Spring Break</td>
<td>February 4</td>
<td>March 31</td>
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<td>(Thu.) ~</td>
<td>(Wed.)</td>
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<tr>
<td>Graduation Ceremony</td>
<td>March 26</td>
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<tr>
<td></td>
<td>(Fri.)</td>
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</table>

*Enrollment in first and second half intensive course classes in each semester are limited to schools that introduce classes which can be completed in seven weeks as part of their classes.

*Class suspension measures during University Festival Week will apply across all campuses. However, classes may be held during University Festival Week in the Graduate School and Professional Graduate School.
# Meiji University 2020 Academic Year Calendar

All campuses in common

## Spring Semester

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## Fall Semester

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### Effective number of classes

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</thead>
</table>

### Notes

- Orientation
- Holiday, School Closed
- Classes held on holidays
- Final Examination
- University Festival Week
- Classes suspended on all campuses during University Festival Week.
- Schedule for the Olympic Games Tokyo 2020: July 24 ~ August 9, 2020
- Schedule for the Paralympic Games Tokyo 2020: August 25 ~ September 6, 2020

Temporary closing day
- Makeup day (Regular Saturday classes also held)
- Makeup day (Non regular classes. classes also held)

Meland Festival: Nov.1 ~ Nov.3
- Ikumei Festival: Nov.1 ~ Nov.3
# Timetable

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<thead>
<tr>
<th>Period</th>
<th>Module</th>
<th>Time period</th>
<th>Remarks</th>
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<tr>
<td>M</td>
<td>m</td>
<td>8:00 – 8:50</td>
<td>In principle, these classes will not be full semester classes</td>
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<tr>
<td>1st period</td>
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<td>9:00 – 9:50</td>
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<tr>
<td></td>
<td>b</td>
<td>9:50 – 10:40</td>
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<tr>
<td>2nd period</td>
<td>a</td>
<td>10:50 – 11:40</td>
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<tr>
<td></td>
<td>b</td>
<td>11:40 – 12:30</td>
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<tr>
<td>L</td>
<td>m</td>
<td>12:35 – 13:25</td>
<td>In principle, this will be a 1-hour lunch break, in conjunction with a 5-minute break before and after</td>
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<tr>
<td>3rd period</td>
<td>a</td>
<td>13:30 – 14:20</td>
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<tr>
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<td>b</td>
<td>14:20 – 15:10</td>
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<td>4th period</td>
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<td>15:20 – 16:10</td>
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<td>b</td>
<td>16:10 – 17:00</td>
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<td>5th period</td>
<td>a</td>
<td>17:10 – 18:00</td>
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<td>18:00 – 18:50</td>
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<td>6th period</td>
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<td>b</td>
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<tr>
<td>N</td>
<td>m</td>
<td>20:50 – 21:40</td>
<td>In principle, classes spanning a full semester will not be held in Undergraduate Schools.</td>
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* Classes held on weeknights by Graduate Schools may be held during the 5b to Nm time periods.

* Classes held on weekdays by the Graduate School of Governance Studies and Graduate School of Global Business will be taught using the conventional 90-minute, 15-week schedule.
## List of Courses 2020

**Language of Tuition:** ENGLISH

<table>
<thead>
<tr>
<th>Campus</th>
<th>Subject</th>
<th>Spring Semester</th>
<th>Fall Semester</th>
<th>Day</th>
<th>Period</th>
<th>Credit</th>
<th>Note</th>
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<tr>
<td>Izumi</td>
<td>Liberal Arts Seminar in Foreign Languages A [ Moreau ]</td>
<td>Liberal Arts Seminar in Foreign Languages B [ Moreau ]</td>
<td>Fri</td>
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<td>2</td>
<td>GREAT</td>
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<td>Izumi</td>
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<td>Liberal Arts Seminar in Foreign Languages B [ Tedone ]</td>
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# List of Courses 2020

**Language of Tuition:** ENGLISH

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<th>Fall Semester</th>
<th>Day</th>
<th>Period</th>
<th>Credit</th>
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<tbody>
<tr>
<td>Surugadai</td>
<td>Japanese Economy</td>
<td>Nagano</td>
<td>Thu</td>
<td>5</td>
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<tr>
<td>Surugadai</td>
<td>American Culture</td>
<td>Hardy</td>
<td>Fri</td>
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<td>Surugadai</td>
<td>Corporate Social Responsibility</td>
<td>Seki</td>
<td>Thu</td>
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<td>2</td>
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<td>Surugadai</td>
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<td>Takahashi</td>
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<td>Surugadai</td>
<td>Contents Business A</td>
<td>Ashley</td>
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<td>Takagi</td>
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<td>Innovation Strategy in Japan A</td>
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<td>Yamamoto</td>
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<td>Surugadai</td>
<td>Special Lectures on Business Management C</td>
<td>Yamamoto</td>
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<td>Financial Accounting A</td>
<td>Nakashima</td>
<td>Fri</td>
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<td>Surugadai</td>
<td>Management Accounting A</td>
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<td>Introduction to Public Management</td>
<td>Kikuchi</td>
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<tr>
<td>Nakano</td>
<td>Tourism Management A</td>
<td>Salo</td>
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GREAT (Global Resources English Applied Track): Special Curriculum
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<th>Fri.</th>
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<tbody>
<tr>
<td>1st period (9:00 - 10:40)</td>
<td>Transcultural Business Communication A</td>
<td>Business Presentation A (Advanced)</td>
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<td>TOEFL Reading</td>
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<td>Nakaten / 2nd floor / 1115</td>
<td>Masao / 2nd floor / 2004</td>
<td>Yamato / 1st floor / MS1</td>
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<td>2nd period (10:50 - 12:30)</td>
<td>+Global Issues A</td>
<td>+Liberal Arts Seminar in Foreign Languages A</td>
<td>+Global Issue A</td>
<td>+Liberal Arts Seminar in Foreign Languages A</td>
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Classes are subject to change. Please make sure to check on our Internet, Oisu Mail.
### Timetable 2020 Fall Semester

**Nakano Campus**

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<td>*Strategic Business Communication B</td>
<td>*Liberal Arts Seminar in Foreign Languages B</td>
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<td>Fundamental Specialized Lectures B</td>
<td>*Global Issues B</td>
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<td>Takagi / Zoned in</td>
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<td>5th period (17:10 - 18:50)</td>
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Classes are subject to change. Please make sure to check on our [Intranet](http://example.com) for updates.

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*Izumi Campus*
### Global Issues A

**KIERNAN PATRICK**

<table>
<thead>
<tr>
<th>Credits: 2</th>
<th>Spring Semester</th>
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**1. Course Outline and Objectives**

Outline

English has become the language of global communication. Studying English at university should therefore involve some exploration of prominent issues in the global community. Global Issues A aims to develop students’ English ability while introducing issues in the world today and encouraging further exploration. Since such issues are also viewed in a variety of ways, the course also seeks to promote critical thinking skills to explore these issues using English. The main course materials will be readings introducing the issues which will be used to promote reading skills as well as introduce content. The readings will be assigned during the previous class and should be prepared in advance. Video materials will also be used to promote listening and give a multi-media view of the issues. Besides reading and listening, students will be required to keep a reflective journal in English, which will be used as a source for small in-group discussions. Learning how to discuss topics effectively will also be a goal for this course.

Objectives

- To develop a critical awareness of global issues
- To be able to discuss global issues in English
- To become familiar with and practice a range of reading skills
- To acquire key vocabulary associated with global issues
- To be able to participate effectively in a group presentation

**2. Course Content**

Class topics

- Week 1 Course introduction
- Week 2 Planet Football
- Week 3 What makes an Olympic champion?
- Week 4 Skin deep: What is beauty?
- Week 5 Skin deep: The body’s canvas
- Week 6 Animals: Dangerous journey
- Week 7 Animals: Tracking the snow leopard
- Week 8 Violent Earth: The ring of fire
- Week 9 Violent earth: Predicting earthquakes
- Week 10 Group Presentation Session
- Week 11 Island explorations: The perfect beach
- Week 12 Island explorations: Land of fire and ice
- Week 13 Success and Failure: The nature of risk
- Week 14 Success and Failure: The rewards of failure

**3. Registration Requirements**

- Students who do not meet the English requirement for this course (see above) cannot take this course.

This course is open to students in all years in the School of Business Administration and also to students from other schools in Meij University. The course is a general elective course which is taught in English and suitable for English track students. Because in-class discussion is an important part of this course, there is a strict attendance policy. More than 3 absences will result in failure.

**4. Course Preparations**

Outside class, you will need to write a journal as a Word file to be submitted at the end of the course. You will also be expected to prepare for class by doing readings in advance and reviewing the previous week’s work for a short quiz.

**5. Textbook(s)**


**6. Reference Book(s)**

- Links to other relevant sources will be provided weekly by week and posted on Oh-Megi

**7. Assessment**

- Credit will be awarded to students with over 60% overall. Evaluation will be made up of the following: weekly quiz (10%); participation and group presentation (20%); journal (20%); final test (50%)
- More than 3 absences will result in a fail (3 late=1 absence).

**8. Others**

- This class will be taught in English. The key to success in this class is to prepare for each class and be active in class. Ask if you do not understand! If you do this you will be able to improve your English reading and discussion, learn about important issues in the world today and make friends with your classmates!
1. Course Outline and Objectives
The aim of this course is to give you practice in using English to examine academic issues, in this case those global issues that go beyond national boundaries and that in different ways, affect us all. In particular, Global Issues A will introduce students to what is the international system, who are the players, and what are some of the major cross-border issues that affect this system.
After completing this course you should be able to:
• understand the players in the international system
• have knowledge of some of the main issues within this system
• take part in discussions on global issues

2. Course Content
Week 1: What are global issues?
Week 2: International society? Is it anarchical or does international law play a role?
Week 3: Difficulties in resolving issues
Week 4: Maintaining peace: armaments and the balance of power
Week 5: Maintaining peace: the importance of justice; international organizations
Week 6: Justice: human rights; women’s rights
Week 7: Justice: Children’s rights
Week 8: Justice: Labor rights and consumer rights
Week 9: Cross-border problems: human trade / animal trade
Week 10: Cross-border problems: illicit goods / pollutants
Week 11: Controlling borders; refugees
Week 12: The world outside borders
Week 13: Group Presentations
Week 14: Course Review + Exam

3. Registration Requirements
Registration Requirements: This course is a required course for students on the Global Resources English Applied Track (GREAT). GREAT will only be available to students with adequate English test scores. International exchange students may also apply to attend this course.

4. Course Preparations
Please have a good learner dictionary — this may be either electronic or paper based.

5. Textbook(s)
None

6. Reference Book(s)
Handouts, the Internet, O-oh Meijl system

7. Assessment
Attendance and class participation: 30%
Homework 15% in-class quizzes 15% Final presentation and written report 40%  
(NOTE: More than 3 unexcused absences will result in a fail (3 lates = 1 absence))

8. Others
This course aims to help you use English more fluently and to engage in academic discussions. The issues are issues that affect us all and ones that we all need to talk about.
### GREAT: Global Issues A

**Credits:** 2  
**Spring Semester**  
**Year: 1・2 (Izumi Campus)**

#### 1. Course Outline and Objectives

In this course we will focus on researching and critically understanding the various global issues facing the world and the role of different global organizations in dealing with them in the 21st century. You will research issues such as war and terrorism, gender issues, health, education, human rights, and issues connected to labor. Students will research and share information about issues in class discussions, and will give presentations based on the information that they have researched. In addition to the research projects, the students will work on, some class time will be used to develop and practice specific English skills, such as listening and discussion, using a variety of sources dealing with global issue topics. The course will help students develop their vocabulary for talking about global issues, as well as various academic skills including note-taking, pair and small group discussion and presentation.

#### 2. Course Content

- **Week 1:** Introduction to the course focusing on topics and expectations. Discussions on general topics.
- **Week 2:** Watching videos and discussing a global issues topic
- **Week 3:** Begin research project 1: background information
- **Week 4:** Continue research project 1: Details on where and who is affected
- **Week 5:** Continue research project 1: Details on organizations that are helping
- **Week 6:** Discussing research and outlining for the presentation
- **Week 7:** Presenting and discussing research project 1
- **Week 8:** Begin research project 2: background information
- **Week 9:** Continue research project 2: Details on where and who is affected
- **Week 10:** Continue research project 2: Details on organizations that are helping
- **Week 11:** Discussing research and outlining for the presentation
- **Week 12:** Presenting and discussing research project 2
- **Week 13:** Presenting and discussing research project 2
- **Week 14:** A final discussion assessment, review

#### 3. Registration Requirements

#### 4. Course Preparations

- **Week 1:** Preparation: none, review class discussion.
- **Week 2:** Preparation: none, review: write a short summary
- **Week 3:** Preparation: think of a topic, review: research background information
- **Week 4:** Preparation: prepare notes, review: research causes and effects of global issue
- **Week 5:** Preparation: prepare notes, review: research an organization that is helping
- **Week 6:** Preparation: prepare notes, review: finish outline and practice
- **Week 7:** Preparation: prepare materials for presentation, review: reflection writing
- **Week 8:** Preparation: think of a topic, review: research background information
- **Week 9:** Preparation: prepare notes, review: research causes and effects of global issue
- **Week 10:** Preparation: prepare notes, review: research an organization that is helping
- **Week 11:** Preparation: prepare notes, review: finish outline and practice
- **Week 12:** Preparation: practice if not finished presenting, review: review notes
- **Week 13:** Preparation: prepare for final discussion, review: reflection writing
- **Week 14:** Preparation: prepare for final discussion, review: review course contents

#### 5. Textbook (s)

None

#### 6. Reference Book (s)

#### 7. Assessment

- Class Participation, discussions, quizzes 25%
- Project #1 research notes and presentation 25 %
- Project #2 research notes and presentation 25%
- Writing, outlines, summaries, reaction papers 25%

#### 8. Others

### GREAT: Global Issues B

**Credits:** 2  
**Fall Semester**  
**Year: 1・2 (Izumi Campus)**

#### 1. Course Outline and Objectives

In this course we will focus on researching and critically understanding the various global issues facing the world and the role of different global organizations in dealing with them in the 21st century. You will research issues such as war and terrorism, gender issues, health, education, human rights, and issues connected to labor. Students will research and share information about issues in class discussions, and will give presentations based on the information that they have researched. In addition to the research projects, the students will work on, some class time will be used to develop and practice specific English skills, such as listening and discussion, using a variety of sources dealing with global issue topics. The course will help students develop their vocabulary for talking about global issues, as well as various academic skills including note-taking, pair and small group discussion and presentation.

#### 2. Course Content

- **Week 1:** Introduction to the course focusing on topics and expectations. Discussions on general topics.
- **Week 2:** Watching videos and discussing a global issues topic
- **Week 3:** Begin research project 1: background information
- **Week 4:** Continue research project 1: Details on where and who is affected
- **Week 5:** Continue research project 1: Details on organizations that are helping
- **Week 6:** Discussing research and outlining for the presentation
- **Week 7:** Presenting and discussing research project 1
- **Week 8:** Begin research project 2: background information
- **Week 9:** Continue research project 2: Details on where and who is affected
- **Week 10:** Continue research project 2: Details on organizations that are helping
- **Week 11:** Discussing research and outlining for the presentation
- **Week 12:** Presenting and discussing research project 2
- **Week 13:** Presenting and discussing research project 2
- **Week 14:** A final discussion assessment, review

#### 3. Registration Requirements

#### 4. Course Preparations

- **Week 1:** Preparation: none, review class discussion.
- **Week 2:** Preparation: none, review: write a short summary
- **Week 3:** Preparation: think of a topic, review: research background information
- **Week 4:** Preparation: prepare notes, review: research causes and effects of global issue
- **Week 5:** Preparation: prepare notes, review: research an organization that is helping
- **Week 6:** Preparation: prepare notes, review: finish outline and practice
- **Week 7:** Preparation: prepare materials for presentation, review: reflection writing
- **Week 8:** Preparation: think of a topic, review: research background information
- **Week 9:** Preparation: prepare notes, review: research causes and effects of global issue
- **Week 10:** Preparation: prepare notes, review: research an organization that is helping
- **Week 11:** Preparation: prepare notes, review: finish outline and practice
- **Week 12:** Preparation: practice if not finished presenting, review: review notes
- **Week 13:** Preparation: prepare for final discussion, review: reflection writing
- **Week 14:** Preparation: prepare for final discussion, review: review course contents

#### 5. Textbook (s)

None

#### 6. Reference Book (s)

#### 7. Assessment

- Class Participation, discussions, quizzes 25%
- Project #1 research notes and presentation 25 %
- Project #2 research notes and presentation 25%
- Writing, outlines, summaries, reaction papers 25%

#### 8. Others
### GREAT: Global Issues A

**Credits:** 2  
**Spring Semester**  
**Year:** 1 · 2  
*(Izumi Campus)*

1. **Course Outline and Objectives**
   - **Global Issues A**
   - **Theme:** To learn about selected matters that have shaped our world and the global issues that arise from them.
   - **Goal:** To read and think critically about global issues and share and present your thinking in speaking and writing.

   Students (a) select and read essays on three topics in the text; (b) raise questions regarding the essays’ content and related global issues; (c) make and present posters based on their readings, discussions, and research; and (d) critically comment on the work of other students.

   **Note:** Homework is required for most classes. Students who are not willing to do the work would do better in another class.

2. **Course Content**
   - 1 回: Course introduction; "Sugar" warm-up. HW: read “Sugar" and answer questions
   - 2 回: Sugar 1: analyze and discuss passage. HW: develop research topic
   - 3 回: Sugar 2: study poster skills; plagiarism; refine research topic. HW: research and make poster
   - 4 回: Sugar 3: make peer comments. HW: revise poster
   - 5 回: Sugar 4: present poster. HW: read “Social media” and answer questions
   - 6 回: Social media 1: analyze and discuss passage. HW: develop research topic
   - 7 回: Social media 2: review poster skills. HW: research and make poster
   - 8 回: Social media 3: make peer comments. HW: revise poster
   - 9 回: Social media 4: present poster. HW: read “Mass tourism” and answer questions
   - 10 回: Mass tourism 1: analyze and discuss passage. HW: develop research topic
   - 11 回: Mass tourism 2: review poster skills. HW: research and make poster
   - 12 回: Mass tourism 3: make peer comments. HW: revise poster
   - 13 回: Mass tourism 4: present poster. HW: select summer reading book
   - 14 回: Review course, end-of-term quiz, course evaluation. HW: summer reading

3. **Registration Requirements**
   - This course is a required course for students on the Global Resources English Applied Track (GREAT). GREAT will only be available to students with adequate English test scores.

4. **Course Preparations**
   - Homework is required as noted in the Course schedule.
   - Bring a dictionary and a computer (laptop, tablet, or smartphone) to class.

5. **Textbook(s)**
   - Impact (Hardy 2019) is provided. (Available on-line at O-Meijl)

6. **Reference Book(s)**

7. **Assessment**
   - Peer comments (5 x 5); paragraphs (10 x 5); quiz (5); review worksheet (5); participation (15)

8. **Others**

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### GREAT: Global Issues B

**Credits:** 2  
**Fall Semester**  
**Year:** 1 · 2  
*(Izumi Campus)*

1. **Course Outline and Objectives**
   - **Global Issues B**
   - **Theme:** To learn about selected matters that have shaped our world and the global issues that arise from them.
   - **Goal:** To read and think critically about global issues and share and present your thinking in speaking and writing.

   Course Description: Students (a) select and read essays on three topics in the text; (b) raise questions regarding the essays’ content and related global issues; (c) make and present posters based on their readings, discussions, and research; and (d) critically comment on the work of other students.

   **Note:** Homework is required for most classes. Students who are not willing to do the work would do better in another class.

2. **Course Content**
   - 1 回: Course introduction; Summer Reading 1: explain poster topic. HW: develop research topic
   - 2 回: Summer Reading: 2 present poster topic. HW: research and make poster
   - 3 回: Summer Reading 3: make peer comments. HW: revise poster
   - 4 回: Summer Reading 4: present poster. HW: read "The Pill" and answer questions
   - 5 回: The Pill 1: analyze and discuss passage. HW: develop research topic
   - 6 回: The Pill 2: review poster skills. HW: research and make poster
   - 7 回: The Pill 3: make peer comments. HW: revise poster
   - 8 回: The Pill 4: present poster. HW: read "NGOs" and answer questions
   - 9 回: NGOs 1: analyze and discuss passage. HW: develop research topic
   - 10 回: NGOs 2: review poster skills. HW: research and make poster
   - 11 回: NGOs 3: make peer comments. HW: revise poster
   - 12 回: NGOs 4: present poster. HW: prepare course presentation
   - 13 回: Course presentation
   - 14 回: Review course, end-of-term quiz, course evaluation. HW: summer reading

3. **Registration Requirements**
   - This course is a required course for students on the Global Resources English Applied Track (GREAT). GREAT will only be available to students with adequate English test scores.

4. **Course Preparations**
   - Homework is required as notes in the Course Contents.
   - Bring a dictionary and a computer (laptop, tablet, or smartphone) to class.

5. **Textbook(s)**
   - Impact (Hardy 2019) is provided. (Available on-line at O-Meijl)

6. **Reference Book(s)**

7. **Assessment**
   - Peer comments (5 x 5); paragraphs (10 x 5); quiz (5); review worksheet (5); participation (15)

8. **Others**
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<th>Credits: 2</th>
<th>Spring Semester</th>
<th>Year: 1・2 (Izumi Campus)</th>
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1. Course Outline and Objectives

This course aims to provide students with guidance on how to develop effective study habits and to effectively approach study at university. It includes time management skills and strategies needed to accomplish core academic tasks. Students will also write a CV and a personal statement which will become the individual's personal details.

2. Course Content

Week1 Introduction, Part A Self-efficacy: Managing your Success as a Student, Chapter 1 Success as a student: Take charge of your success
Week2 Chapter 1 Success as a student
Week3 Chapter 2 Gaining the most from your course: Engage, Enjoy, Excel
Week4 Chapter 2 Gaining the most from your course: Engage, Enjoy, Excel
Week5 Chapter 3 Employability and preparing for your future
Week6 Chapter 3 Employability and preparing for your future Writing your CV and Personal Statement
Week7 Chapter 4 Successful study: Intelligence, strategy and personalized learning
Week8 Mid-term listening test, Chapter 4 Successful study: Intelligence, strategy and personalized learning
Week9 Chapter 5 The CREAM strategy for learning DUE CV and Personal Statement (first draft)
Week10 Chapter 5 The CREAM strategy for learning
Week11 Chapter 6 Time management as a student
Week12 Chapter 6 Time management as a student
Week13 Chapter 7 Managing stress and well-being
Week14 a. Review, b. Final Test DUE CV and Personal Statement (Final)

3. Registration Requirements

This is a required course for GREAT (Global Resources English Applied Track) students. GREAT(外語教養演習科目です。GREAT対象者以外の学生は履修できません。

4. Course Preparations

For this course, you will need a textbook. Each week you may be assigned homework for reading, writing, or looking for information outside of class. You should bring it to the next class unless you are told otherwise. Before and after classes, review what you have learned. Prepare notes reflecting what you understood and what you didn't, which will enable you to join class discussions. You will need to spend at least one hour for the review of the class and preparing the assigned homework every week.

5. Textbook(s)
The Study Skills Handbook, 5th edition, by Stella Cottrell, macmillan study skills

6. Reference Book(s)

Other references and resources will be provided as handouts during class or links on Oh-o! Meji. You should keep a file for handouts and all the other study materials for this course.

7. Assessment

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<tr>
<th>Attendance &amp; Class participation</th>
<th>CV &amp; Personal Statement</th>
<th>MSBA English lecture note-taking &amp; response</th>
<th>Individual presentation</th>
<th>Mid-term listening test</th>
<th>Final test (incl. listening test)</th>
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8. Others

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References:

- Other references and resources will be provided as handouts during class or links on Oh-o! Meji. You should keep a file for handouts and all the other study materials for this course.

- Assessment:
  - After-summer listening test: 10
  - Attendance & Class participation: 10
  - MSBA English lecture summary & response: 10
  - 1st-year Portfolio: 20
  - Group presentation: 10
  - Mid-term test (incl. listening test): 20
  - Final test (incl. listening test): 20
  - 100
1. Course Outline and Objectives

We live in an era where the ability to communicate across cultures is imperative to our ability to function in a diverse workplace city, and world. Inter-cultural Communication A is an interactive course with many opportunities for discussion. It focuses on the importance of culture in our everyday lives, and the ways in which culture integrates with and affects communication. In order to develop a foundational level of inter-cultural competency, students will be challenged to think critically about their cultures and learn about the ways people from different cultural backgrounds think, communicate, and behave based on the value systems and worldviews that ground them.

(Objectives)
- To develop awareness of one’s own culture and the cultures of others.
- To increase understanding of how culture influences perception, communication, and behavior.
- To raise awareness of the implications of English as a lingua franca.
- To build skills in critical analysis and cross-cultural engagement.

2. Course Content

1. Welcome; Orientation; Culture Awareness Quiz
2. Why study language and intercultural communication?
3. Culture and the primary socialization process
4. Culture and the primary socialization process
5. Language; communication, culture, and power in context
6. Language; communication, culture, and power in context
7. Language and nonverbal communication
8. Language and nonverbal communication
9. Language and identity in intercultural communication
10. Language and identity in intercultural communication
11. Ethnocentrism and Othering: barriers to intercultural communication
12. Ethnocentrism and Othering: barriers to intercultural communication
13. Final Project Presentations
14. Final Project Presentations

3. Registration Requirements

Students who do not meet the English requirement for this course (TOEIC 730, TOEFL ITP 500, TOEFL iBT 64, or IELTS 5.5) cannot take this course. All classes will be conducted entirely in English and are highly interactive. Students must be prepared to discuss their beliefs and feelings about some sensitive topics with others in the class. Reading and writing in English both inside and outside of the classroom is required.

4. Course Preparations

Students will be required to pre-read each chapter and review questions for discussion. Additional assignments such as preparation for case study discussions may also be required. Because in-class discussion is an important part of this course, there is a strict attendance policy. More than three absences will result in failure of the class. Three late arrivals equal one absence from class. Sophisticated writing is required for assignments.

5. Textbook(s)

Paperback 9781316843619
Ebook 978135059275

6. Reference Book(s)

- Websites
  - “The World Factbook” (www.cia.gov)
  - “Executive Planet” (www.executivelogans.com)

- Books
  - Morrison, T & Conaway, W. Kiss, Bow, or Shake Hands
  - Mole, J, Mind Your Manners
  - Hofstede, G. Cultures and Organizations
  - Trompenaars, F. & Hampden-Turner, C. Riding the Waves of Culture

7. Assessment

- Class attendance and active participation 30%
- Quizzes 30%
- Final Project Presentations 40%

8. Others
### TOEFL Reading

<table>
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<tr>
<th>科目的ナンバー：(BA)LAN111E</th>
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<tr>
<td><strong>TOEFL Reading</strong></td>
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**Credit:** 1  
**Spring Semester**  
Year: 1・2・3・4  
*(Izumi Campus)*

1. **Course Outline and Objectives**  
   **Course Outline:**  
   The TOEFL Reading course is designed for students to become engaged in various reading passages and reading comprehension questions covering a variety of academic subjects ranging from art to science (based on university lectures). Guidance on TOEFL writing will also be given briefly during the course.  
   **Course Objectives:**  
   To become well equipped with the nature of TOEFL reading tasks and to enhance confidence in reading comprehension skills.

2. **Course Content**  
   The following units are planned to be taught:  
   - Week 1: Introduction to TOEFL Reading Section  
   - Week 2: Reading: Desert formation  
   - Week 3: Discussions  
   - Week 4: Reading: Early cinema  
   - Week 5: Discussions  
   - Week 6: Writing guidance: how to write an opinion essay  
   - Week 7: Writing guidance: useful phrases  
   - Week 8: Reading: Aggression  
   - Week 9: Discussions  
   - Week 10: Reading: Architecture  
   - Week 11: Discussions  
   - Week 12: Reading: Feeding habits of East African Harvibores  
   - Week 13: Discussions  
   - Week 14: Class review

3. **Registration Requirements**  
   Students who do not meet the English requirement for this course (see above) cannot register.  
   For further details, please refer to the university’s “2020 School of Business Administration Handbook for Course Enrolment.”

4. **Course Preparations**  
   You should bring your own textbook, relevant class worksheets, notebook, and dictionary to class every week.

5. **Textbook(s)**  
   (ETS)  
   (ISBN: 97899813156210)

6. **Reference Book(s)**  
   Supplementary class worksheets will be distributed during the course.

7. **Assessment**  
   Your final result depends on:  
   - Your participation, and the quality and performance of assigned class activities (60%)  
   - Your end-of-semester written work (40%)

8. **Others**  
   The TOEFL iBT test is designed for students who want to pursue undergraduate or graduate study in English-speaking universities. However, the course is open to any student who is interested to learn and improve the English language skills necessary to succeed in an academic setting across the world. There will be weekly opportunities to participate actively in pair or group work to engage in discussions on various reading passages.
TOEFL Preparation A

*English requirement

**Course Outline and Objectives**
TOEFL Preparation A introduces students to the TOEFL iBT exam and its different sections. The purpose of this course is to help students learn about the TOEFL test and to understand how to prepare for the test. To this end, students practice the language skills they need to do well on the different sections of the test and be introduced to some different strategies to help them with the test questions and. A particular emphasis of this course will be showing students what practice they can do on their own time in order to improve their TOEFL test scores. One of the aspects of this will be how they can use online resources to improve their knowledge of academic vocabulary—absolutely essential for success on the test. TOEFL Preparation A looks at the reading and listening sections of the TOEFL exam.

**Course Content**
- Week 1: Introduction to TOEFL
  - Words for TOEFL: Academic World List
  - Words for TOEFL: Academic World List
- Week 2: The Reading Section of TOEFL
  - Greek/Roman Roots
- Week 3: Different Reading Skills
  - Words for TOEFL: Subject Specific Lists
- Week 4: TOEFL Reading Question Types
  - Vocabulary and Detail Questions
- Week 6: Other Question Types
  - Vocabulary and Detail Questions
- Week 7: Topic Questions
- Week 8: The Listening Section of TOEFL
- Week 9: How we listen in English
- Week 10: Note-taking skills and practice
- Week 11: TOEFL Listening Question Types
- Week 12: Listening & Note-taking Practice
- Week 13: Words for TOEFL: Academic Words
- Week 14: Course Review + Exam

**Registration Requirements**
- Students who do not meet the English requirement for this course TOEFL cannot register for this course.

**Course Preparations**
- Please have a good learner dictionary—this may be either electronic or paper based.

**Textbook(s)**
- Direct to TOEFL® iBT by Lin Lougheed (Macmillan)

**Reference Book(s)**
- Handouts, the Internet, O-oh Meijl! System

**Assessment**
- Class participation and attendance: 30%Homework/ Quizzes: 20%
- Final examination: 50%

**Others**
- TOEFL is a high-level exam and you cannot practice actual TOEFL questions until you are close to TOEFL level

TOEFL Preparation B

*English requirement

**Course Outline and Objectives**
TOEFL Preparation B introduces students to the TOEFL iBT exam and its different sections. The purpose of this course is to help students learn about the TOEFL test and to understand how to prepare for the test. To this end, students practice the language skills they need to do well on the different sections of the test and be introduced to some different strategies to help them with the test questions and. A particular emphasis of this course will be showing students what practice they can do on their own time in order to improve their TOEFL test scores. One of the aspects of this will be how they can use online resources to improve their knowledge of academic vocabulary—absolutely essential for success on the test. TOEFL Preparation B looks at the speaking and writing sections of the TOEFL exam.

**Course Content**
- Week 1: Introduction to TOEFL Review of Reading/ Listening Sections
- Week 2: The Speaking Section of TOEFL
  - Words for TOEFL: Academic World List
- Week 3: Questions 1 and 2 Speaking practice
- Week 4: Questions 3 and 4 Speaking practice
- Week 5: Questions 5 and 6 Speaking practice
- Week 6: Sounding natural in English
- Week 7: Applying notetaking to Speaking Questions
- Week 8: The Writing Section of TOEFL
- Week 9: Structuring Answers
- Week 10: Use of transition phrases
- Week 11: Supporting your ideas
- Week 12: Writing Practice
- Week 13: Speaking and Writing Practice
- Week 14: Course Review + Exam

**Registration Requirements**
- Students who do not meet the English requirement for this course TOEFL cannot register for this course.

**Course Preparations**
- Please have a good learner dictionary? this may be either electronic or paper based.

**Textbook(s)**
- Direct to TOEFL® iBT by Lin Lougheed (Macmillan)

**Reference Book(s)**
- Handouts, the Internet, O-oh Meijl! system

**Assessment**
- Class participation and attendance: 30%Homework/ Quizzes: 20%
- Final examination: 50%

**Others**
- TOEFL is a high-level exam and you cannot practice actual TOEFL questions until you are close to TOEFL level
1. Course Outline and Objectives
   English Exams A is a test-preparation course designed to give students English Exams B is a test-preparation course designed to give students knowledge of the IELTS exam and how it compares to the TOEFL exam. This course looks at the speaking and writing sections on these exams, and will both practice the skills as used in the exam and introduce strategies students can use to answer speaking and writing questions. There will also be strong emphasis on having students develop their academic vocabulary.

2. Course Content
   Week 1: IELTS TOEFL Reading sections
   Week 2: IELTS Reading practice
   Week 3: Comparing IELTS reading with TOEFL
   Week 4: Different Reading Skills
   Week 5: Applying Reading Skills to Question Types
   Week 6: Applying Reading Skills to Question Types
   Week 7: Paying attention to tone and to transition phrases
   Week 8: The Listening Section of IELTS
   Week 9: How we listen in English
   Week 10: Comparison with TOEFL Listening: Note-taking
   Week 11: Different Listening Skills
   Week 12: Listening Practice
   Week 13: Listening and Reading Practice
   Week 14: Course Review + Exam

3. Registration Requirements
   International students who do not meet the English requirement for this course (TOEIC 680) cannot register for this course.

4. Course Preparations
   Please have a good learner dictionary? this may be either electronic or paper based.

5. Textbook(s)
   * Focus on IELTS: Foundation by Sue O’Connell (Pearson)

6. Reference Book(s)
   * Handouts, the Internet, O-oh Meiji! System

7. Assessment
   * Class participation and attendance: 30% Homework / Quizzes: 20% Final examination: 50%

8. Others
   * IELTS and TOEFL are high-level exams and you cannot practice actual questions until you are close to the level of these exams.
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<thead>
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<th>科目ナンバー：(BA)MAN391E</th>
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<td><strong>Business Presentation A</strong> (上級クラス)</td>
<td><strong>Business Presentation B</strong> (上級クラス)</td>
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<td>KANEKO ATSUKO</td>
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<td><em>English requirement</em></td>
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<td>TOEIC 730～</td>
<td>TOEIC 730～</td>
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<td>Spring Semester</td>
<td>Fall Semester</td>
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<tr>
<td>Year: 3・4 (Surugadai Campus)</td>
<td>Year: 3・4 (Surugadai Campus)</td>
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1. Course Outline and Objectives
This course aims to equip the student with practical communication skills needed for management studies and application through implementing written and oral presentations and getting feedback in class. Students analyze and evaluate issues and develop recommendations based on understanding of the key concepts in management studies.

Goals:
1. To introduce students to advanced business issues and topics
2. To develop advanced practical communication skills for business and management studies
3. To develop collaborative, cooperative, and open study skills

2. Course Content
Production per 14-week session: 2 quizzes, 2 written formal reports, 2 formal presentations. Formal presentations will be recorded for reviewing and grading.

- Week 1 Unit 1 “First Impressions” (pp. 6-13)
- Week 2 Unit 1 Continued; Business Skills 1.1 Emails
- Week 3 Unit 2 “Training” (pp. 14-21)
- Week 4 Unit 2 Continued; 1.2 Small Talk (pp. A1-A4)
- Week 5 Unit 3 “Energy” (pp. 22-29)
- Week 6 Reports and Presentations (1)
- Week 7 Unit 3 Quiz 1; Revisions Unit A (pp. 30-35); Working Across Cultures: 1 International Presentations
- Week 8 Unit 4 “Marketing” (pp. 36-43)
- Week 9 Unit 4 Continued; Business Skills 2.1 Presentations
- Week 10 Unit 5 “Employment Tends” (pp. 44-51)
- Week 11 Unit 5 Continued; 2.2 Meetings (pp. A7-A8)
- Week 12 Unit 6 “Ethics” (pp. 52-59); “Ethics” Continued; Working Across Cultures: 2 Ethical International Business
- Week 13 Reports and presentations (2)
- Week 14 Unit 6 Quiz 2; Revisions Unit B (pp. 60-65); “Ethics” Continued; Working Across Cultures: 2 Ethical International Business

3. Registration Requirements
Students who do not meet the English requirement (TOEIC 730) cannot take this course. Note that there is a limit of the number of students per class. To register for this class, refer to Rishuno Tebaki.

4. Course Preparations
Students are expected to read before each class the parts of the textbook assigned by instructors and do relevant exercises. As a review of the class, read aloud the parts you learned in your class to reinforce your understanding and internalize the vocabulary you learned.

Each week you may be given a quiz or assigned homework.

5. Textbook(s)
1. Dubicka and M. O’Keeffe, Advanced Market Leader 3rd Edition Extra, Pearson

6. Reference Book(s)

7. Assessment
Quizzes 40%; Reports and presentations: 25%; Assignments: 25%; Contribution to class: 10% Attendance policy: if more than three (3) classes are missed within a 14-week course, then the student fails. 3 late = 1 absence.

8. Others
Classroom language is English.
Business Presentation A
(上級クラス)

*English requirement

NAKATANI YASUO

TOEIC 730～

Credits: 2
Spring Semester
Year: 3・4
(Surugadai Campus)

1. Course Outline and Objectives

Outline
This course is designed to give students a comprehensive view of business presentation through business case studies. They can also learn how to write speech script effectively.

Objectives
Students learn the important skills for effective presentations in English. They can have opportunities to improve their pronunciation and performance skills. This course also develops an awareness of the importance of coherence and cohesion in speech discourse to attract audience. They practice how to write persuasive speech scripts.

2. Course Content

1. Good Speakers
2. Elements of Introduction
3. Describe Details
4. Brainstorming & Clustering
5. Transitions & Connectors
6. Audience Analysis
7. Selecting Details
8. Explaining Causes
9. Explaining Reasons
10. Talking about Current Events
11. Facts & Opinions
12. Future Plans
13. Making Plans
14. Final Presentation

3. Registration Requirements

The TOEIC level necessary for registering for this course is above 730.

4. Course Preparations

Students preview and review how to write speech scripts.

5. Textbook(s)


Global Leadership: Case Studies of Business Leaders in Japan.

Kinseido

By Y. Nakatani

6. Reference Book(s)

Academic Writing Strategies for University Students. Taishukan. By Y. Nakatani

7. Assessment

Class participation 40%
Presentations 30%
Assignments 30%

8. Others

Business Presentation B
(上級クラス)

*English requirement

NAKATANI YASUO

TOEIC 730～

Credits: 2
Fall Semester
Year: 3・4
(Surugadai Campus)

1. Course Outline and Objectives

Outline
This course is designed to give students a comprehensive view of business presentation through business case studies. They can also learn how to write speech script effectively.

Objectives
Students learn the important skills for effective presentations in English. They can have opportunities to improve their pronunciation and performance skills. This course also develops an awareness of the importance of coherence and cohesion in speech discourse to attract audience. They practice how to write persuasive speech scripts.

2. Course Content

1. Using Examples
2. Patterns of Organization
3. Evaluating Evidence
4. Creating Visual Aids
5. Using Quotation
6. Finding Information
7. Evaluating Information
8. Preparation for Questions
9. Comparison & Contrast
10. Future Plan
11. Problem Solving
12. Visual Aids I
13. Visual Aids II
14. Final Presentation

3. Registration Requirements

The TOEIC level necessary for registering for this course is above 730.

4. Course Preparations

Students preview and review how to write speech scripts.

5. Textbook(s)


Global Leadership: Case Studies of Business Leaders in Japan.

Kinseido

By Y. Nakatani

6. Reference Book(s)

Academic Writing Strategies for University Students. Taishukan. By Y. Nakatani

7. Assessment

Class participation 40%
Presentations 30%
Assignments 30%

8. Others
### Business Presentation A

**MASUYAMA TAKASHI**

#### *English requirement*
**TOEIC 500~**

<table>
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<th>Credits: 2</th>
<th>Spring Semester</th>
<th>Year: 3・4 (Surugadai Campus)</th>
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1. **Course Outline and Objectives**
   
   The goal of this intermediate class is to assist students to freely utilize both written and oral English. The students will learn how to grab various business models or cases, how to organize their own ideas toward those models or cases in English, and how to deliver their speech effectively in English. The teacher will provide the students with knowledge and skills how to analyze each of those models or cases in a number of real world business settings. Actual presentations will be videotaped or taped, and the students will receive feedbacks from the teacher.

2. **Course Content**
   
   1. Introduction
   2. Getting started~Listening/Dictation~
   3. Understanding background information ~Luxury brand marketing/Mens & ladies cosmetics & fashion industry business case study~
   4. Analyzing a basic business model ~Marketing basics~
   5. Developing and delivering students’ own ideas
   6. Group work
   7. Presentation preparation
   8. Presentation practice
   9. Feedbacks and improvements
   10. Analyzing an advanced business model
   11. Developing and delivering students’ own ideas
   12. PowerPoint~a PC software for visual presentation
   13. Presentation preparation & practice
   14. Feedbacks and improvements

   Please note that the above schedule is subject to minor change or change in order.

3. **Registration Requirements**

   *上記「履修のための英語要件」の基準点を満たさない場合、本科目の履修はできません。また、本科目は受講人数制限があり、履修に際しては事前登録が必要となるので、「経営学部履修の手引き」を参照すること。

   Students who do not meet the English requirement (TOEIC 500) cannot take this course. Note that there is a limit of the number of students per class. To register for this class, refer to Rishuno Tekibi.

4. **Course Preparations**

   Assignments are provided every week, and students should prepare those tasks. In addition, students have to review all provided materials after class.

5. **Textbook(s)**

   David Cotton and others, Intermediate Market Leader 3rd Edition with DVD, Pearson

6. **Reference Book(s)**

   Anne Freitag, Lawrence, Business Presentations, Longman

7. **Assessment**

   Attendance and class participation: 30%, Presentation performance: 40%, Written assignments: 30%

8. **Others**

   Students are recommended to have basic PC software skills, such as Microsoft Word and/or PowerPoint. However this type of skill is not required to register.

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### Business Presentation B

**MASUYAMA TAKASHI**

#### *English requirement*
**TOEIC 500~**

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<tr>
<th>Credits: 2</th>
<th>Fall Semester</th>
<th>Year: 3・4 (Surugadai Campus)</th>
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</table>

1. **Course Outline and Objectives**

   The goal of this intermediate class is to assist students to freely utilize both written and oral English. The students will learn how to grab various business models or cases, how to organize their own ideas toward those models or cases in English, and how to deliver their speech effectively in English. The teacher will provide the students with knowledge and skills how to analyze each of those models or cases in a number of real world business settings. Actual presentations will be videotaped or videotaped, and the students will receive feedbacks from the teacher.

2. **Course Content**

   1. Introduction
   2. Presentation expressions?
   3. Understanding and analyzing business situations (1)
   4. USA TV show business case study
   5. Analyzing a basic business model
   6. A televised music: singer audition
   7. Developing and delivering students’ own ideas (1)
   8. Presentation practice (1)
   9. Feedbacks and improvements (1)
   10. Presentation expressions (2)
   11. Understanding and analyzing business situations (2)
   12. Developing and delivering students’ own ideas (2)
   13. Presentation practice (2)
   14. Feedbacks and improvements (2)
   15. Presentation expressions (3)
   16. Understanding and analyzing business situation, and developing students’ own ideas (3)
   17. Presentation practice (3) & feedbacks and improvements (3)

   Please note that the above schedule is subject to minor change or change in order.

3. **Registration Requirements**

   *上記「履修のための英語要件」の基準点を満たさない場合、本科目の履修はできません。また、本科目は受講人数制限があり、履修に際しては事前登録が必要となるので、「経営学部履修の手引き」を参照すること。

   Students who do not meet the English requirement (TOEIC 500) cannot take this course. Note that there is a limit of the number of students per class. To register for this class, refer to Rishuno Tekibi.

4. **Course Preparations**

   Assignments are provided every week, and students should prepare those tasks. In addition, students have to review all provided materials after class.

5. **Textbook(s)**

   David Cotton and others, Intermediate Market Leader 3rd Edition with DVD, Pearson

6. **Reference Book(s)**

   Anne Freitag, Lawrence, Business Presentations, Longman

7. **Assessment**

   Attendance and class participation: 30%, Presentation performance: 40%, Written assignments: 30%

8. **Others**

   Students are recommended to have basic PC software skills, such as Microsoft Word and/or PowerPoint. However this type of skill is not required to register.
### Business Presentation A

<table>
<thead>
<tr>
<th>Credits: 2</th>
<th>Spring Semester</th>
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<tr>
<td>Year: 3・4</td>
<td>(Surugadai Campus)</td>
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**Course Content**
- Class 1: Introductions (course and personal)
- Class 2: How to present and preparation process
- Class 3: Choosing a topic of interest and brainstorming
- Class 4: Researching, interviews and surveys
- Class 5: In class small group discussion on your topic
- Class 6: Notetaking (summarizing and paraphrasing)
- Class 7: In class discussion on the topic, research and notes
- Class 8: Writing a speaking outline and presentation preparation
- Class 9: In-class informal presentation practice
- Class 10: Presentation style introduction
- Class 11: Presentation style practice
- Class 12: Post-presentation Q and A (Question and Answer) introduction and practice
- Class 13: In-class formal presentation
- Class 14: Semester class survey and semester reflection

**Registration Requirements**
Students who do not meet the English requirement (TOEIC 500) cannot take this course. Note that there is a limit of the number of students per class. To register for this class, refer to Risunoh Tebiki.

**Course Preparations**
- Attend 80% or more of the classes and arrive on time.
- Prepare outside of class each week 1 - 3 hours.
- Participate actively in class each week.
- Help each other with English and other activities in class.
- Complete all assignments on time.
- Prepare and present (2) formal presentations per semester

**Textbook(s)**
Dynamic Presentations / Mark Powell / Cambridge.

**Reference Book(s)**

### Business Presentation B

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<th>Credits: 2</th>
<th>Fall Semester</th>
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<tr>
<td>Year: 3・4</td>
<td>(Surugadai Campus)</td>
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**Course Content**
- Class 1: Introductions (course and personal)
- Class 2: How to present and preparation process
- Class 3: Choosing a topic of interest and brainstorming
- Class 4: Researching, interviews and surveys
- Class 5: In class small group discussion on your topic
- Class 6: Notetaking (summarizing and paraphrasing)
- Class 7: In class discussion on the topic, research and notes
- Class 8: Writing a speaking outline and presentation preparation
- Class 9: In-class informal presentation practice
- Class 10: Presentation style introduction
- Class 11: Presentation style practice
- Class 12: Post-presentation Q and A (Question and Answer) introduction and practice
- Class 13: In-class formal presentation
- Class 14: Semester class survey and semester reflection

**Registration Requirements**
Students who do not meet the English requirement (TOEIC 500) cannot take this course. Note that there is a limit of the number of students per class. To register for this class, refer to Risunoh Tebiki.

**Course Preparations**
- Attend 80% or more of the classes and arrive on time.
- Prepare outside of class each week 1 - 3 hours.
- Participate actively in class each week.
- Help each other with English and other activities in class.
- Complete all assignments on time.
- Prepare and present (2) formal presentations per semester

**Textbook(s)**
Dynamic Presentations / Mark Powell / Cambridge.

**Reference Book(s)**

### Assessment
- Attendance: 15%
- In class participation: 15%
- Weekly activities: 10%
- Mid-term and final: 20%
- (2) presentation: 40%

### Others
If you need to contact me at anytime please send me (Allen Lindskoog) an e-mail in English – skoog660@gmail.com and put “Business Presentation” in the subject header. And also please make sure you put your first and last name in English in the e-mail message as well.

A website link for our class blog site will be given out the first day of class.
### Fundamentals of Management A
**SUMI ATSUSHI**

**Introduction to Management A**

- **Credits:** 2
- **Semester:** Spring Semester
- **Year:** 2 • Spring Semester (Izumi Campus)

**Course Outline and Objectives**

(GOALS)

1. To understand the basic concepts and approaches in American Management in English.
2. To understand differences and similarities of management practices and organizations between the United States and Japan.

(Course Outline)

The course is a general introduction to management. Using an English textbook popular in undergraduate business programs of universities in the United States, the course aims at understanding the basic concepts and approaches in American management, such as managerial planning and goal setting, strategy formulation and implementation, organizational design, managerial decision-making, human resource management, and issues on diversity.

The course is offered mainly to students in the business program who successfully completed the Introduction to Management A/B in Japanese using the textbook, Kenigaku no Tobira (経営学への扉). Lectures are provided in English. Group discussions are scheduled after 50 minutes lecture. Students from other programs/departments than the business administration faculty are recommended to finish reading Kenigaku no Tobira by the time when the class starts.

**Course Content**

- Course Introduction
- Innovative Management for a Changing World
- Innovative Management for a Changing World
- Group discussion
- The Evolution of Management Thinking
- The Environment and Corporate Culture
- Group discussion
- Managing in a Global Environment
- Managing in a Global Environment and the Japanese Companies
- Group discussion
- Ethics and Social Responsibility
- Ethics and Social Responsibility
- Group discussion
- Managerial Planning and Goal Setting—Overview and Goal Setting
- Managerial Planning and Goal Setting—Operational Planning
- Group discussion
- Strategy Formulation and Implementation—Strategy Formulation
- Strategy Formulation and Implementation—Strategy Implementation and Recent Trend
- Group discussion
- Student Team Presentation #1
- Student Team presentation #2

**Registration Requirements**

Minimum TOEIC score: around 600

Students who wish to enroll in this course must attend the first class on course introduction/guidance.

**Course Preparations**

Regular attendance is required. Enrolled Students will be grouped in 4-5 students and prepare for team presentation using extra time in between classes.

**Textbook(s)**


**Reference Book(s)**

- 明治大学経営学研究部附属経営学への扉（第5版）2015 白桃書房

**Assessment**

Student Team Presentation 20%
Quizzes (2 points quiz x 10) 20%
Research Paper or Final Exam (TBA) 50%
Overall Class Participation (including group discussions) 10%

**Others**

※履修希望者は、第1回目授業に必ず出席すること。

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### Fundamentals of Management B

**SUMI ATSUSHI**

**Introduction to Management B**

- **Credits:** 2
- **Semester:** Fall Semester
- **Year:** 2 • Fall Semester (Izumi Campus)

**Course Outline and Objectives**

(GOALS)

1. To understand the basic concepts and approaches in American Management in English.
2. To understand differences and similarities of management practices and organizations between the United States and Japan.

(Course Outline)

The course is a general introduction to management. Using an English textbook popular in undergraduate business programs of universities in the United States, the course aims at understanding the basic concepts and approaches in American management, such as managerial planning and goal setting, strategy formulation and implementation, organizational design, managerial decision-making, human resource management, and issues on diversity.

The course is offered mainly to students in the business program who successfully completed the Introduction to Management A/B in Japanese using the textbook, Kenigaku no Tobira (経営学への扉). Lectures are provided in English. Group discussions are scheduled after 50 minutes lecture. Students from other programs/departments than the business administration faculty are recommended to finish reading Kenigaku no Tobira by the time when the class starts.

**Course Content**

- Course Introduction
- Management in a Changing World
- Designing Adaptive Organizations
- Designing Adaptive Organizations
- Group discussion
- Motivating Employees: Group discussion
- Motivating Employees
- Group discussion
- Effective Leadership
- Effective Leadership
- Group discussion
- Dynamics in Behavior in Organizations: Group discussion
- Dynamics in Behavior in Organizations
- Group discussion
- Managing Diversity
- Human Resource Management
- Human Resource Management
- Group discussion
- Student Team Presentation #1
- Student Team Presentation #2

**Registration Requirements**

Minimum TOEIC score: around 600

Students who wish to enroll in this course must attend the first class on course introduction/guidance. (Students need to pay the instructor 5700 yen for the textbook.)

**Course Preparations**

Regular attendance is required. Enrolled Students will be grouped in 4-5 students and prepare for team presentation using extra time in between classes.

**Textbook(s)**


**Reference Book(s)**

- 明治大学経営学研究部附属経営学への扉（第5版）2015 白桃書房

**Assessment**

Student Team Presentation 20%
Quizzes (2 points quiz x 10) 20%
Research Paper or Final Exam (TBA) 50%
Overall Class Participation (including group discussions) 10%

**Others**

※履修希望者は、第1回目授業に必ず出席すること。
### Transcultural Business Communication A

**KANEKO ATSUKO**

**English requirement**

**TOEIC 730～**

**Credits:** 2  
**Spring Semester**  
**Year:** 2・3・4  
(Surugadai Campus)

1. **Course Outline and Objectives**
   
   Given the globalization of business and increasing diversity within the workforce of many industries and organizations, more and more managers and professionals are required to work effectively across borders and cultures. This course offers a broad view of theories, models, and ideas on global strategic positioning, entry strategies and alliances, cross-cultural understanding, and management. Topics in Transcultural Business Communication A include globalization of human capital and information technology, the effects on the global business of the rapidly growing economies; social responsibility, ethics, and sustainability; the pervasive effect of culture on the manager's role with emphasis on CQ (cultural quotient).

   **Course objectives:**
   
   1. To develop an understanding of how to work with people from different cultural backgrounds.
   2. To develop an awareness of how to incorporate ethical principles, personal and organizational values, and socially responsible practices in global management.
   3. To develop collaborative, cooperative, and open study skills.

2. **Course Content**

   Week 1 Chapter 1 Assessing the Environment: Political, Economic, Legal, Technological
   Week 2 Continued
   Week 3 Quiz 1; Case Study Apple’s iPhones – Not “Made in America”
   Week 4 Continued
   Week 5 Chapter 2 Managing Interdependence Social Responsibility, Ethics, Sustainability
   Week 6 Continued
   Week 7 Quiz 2; Continued
   Week 8 Chapter 3 Understanding the Role of Culture
   Week 9 Continued
   Week 10 Continued
   Week 11 Quiz 3; Case Study: An Australian Manager in an American Company
   Week 12 Continued
   Week 13 Project: Report and Presentation Due
   Week 14 Reflection and feedback

3. **Registration Requirements**

   ※「履修のための英語要件の基準点（以下のいずれか）」を満たさない場合、本科目の履修はできません。

   Students who do not meet the English requirement for this course (TOEIC 730, TOEFL ITP 500, TOEFLiBT 64, or IELTS 5.5) cannot take this course.

4. **Course Preparations**

   Students are expected to preview the book, respond to questions for discussion, and prepare for quizzes. Students submit activity reports based on preview and class discussion every week. Quizzes are designed to help students understand the concepts introduced in the book.

5. **Textbook(s)**


6. **Reference Book(s)**

7. **Assessment**

   Final Grade Policy: quizzes (3): 30 %; project (1): 30 %; writing assignments (12): 30%, class participation 10%.
   
   If more than three (3) classes are missed within a 14-week course, then the student fails. Three (3) late = One (1) absence

8. **Others**

   Classroom language is English.

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### Transcultural Business Communication B

**KANEKO ATSUKO**

**English requirement**

**TOEIC 730～**

**Credits:** 2  
**Fall Semester**  
**Year:** 2・3・4  
(Surugadai Campus)

1. **Course Outline and Objectives**

   Given the globalization of business and increasing diversity within the workforce of many industries and organizations, more and more managers and professionals are required to work effectively across borders and cultures. This course offers a broad view of theories, models, and ideas on global strategic positioning, entry strategies and alliances, cross-cultural understanding, and management. Topics in Transcultural Business Communication B include culture and communication in its various forms, how that affects business transactions, and how managers should act in other cultural settings.

   **Course objectives:**
   
   1. To develop an understanding of how to work with people from different cultural backgrounds.
   2. To develop an awareness of how to incorporate ethical principles, personal and organizational values, and socially responsible practices in global management.
   3. To develop collaborative, cooperative, and open study skills.

2. **Course Content**

   Week 1 Chapter 4 Communicating Across Cultures
   Week 2 Continued
   Week 3 Continued
   Week 4 Quiz 1; Case Study: Miscommunications with a Brazilian Auto Parts Manufacturer
   Week 5 Case Study: Miscommunications with a Brazilian Auto Parts Manufacturer (Continued)
   Week 6 Project: Report and Presentation Due (1)
   Week 7 Chapter 5 Cross-Cultural Negotiation and Decision Making
   Week 8 Continued
   Week 9 Continued
   Week 11 Quiz 2; Experiential Exercises. Multicultural Negotiations
   Week 12 Case Study: Search Engines Aid Decision Making and Negotiation
   Week 13 Case Study: Search Engines Aid Decision Making and Negotiation (Continued)
   Week 14 Project: Report and Presentation Due (2); Reflection and feedback

3. **Registration Requirements**

   ※「履修のための英語要件の基準点（以下のいずれか）」を満たさない場合、本科目の履修はできません。

   Students who do not meet the English requirement for this course (TOEIC 730, TOEFL ITP 500, TOEFLiBT 64, or IELTS 5.5) cannot take this course.

4. **Course Preparations**

   Students are expected to preview the book, prepare response to questions for class discussion. Students submit activity reports based on preview and class discussion every week. Quizzes are designed to help students understand the concepts introduced in the book.

5. **Textbook(s)**


6. **Reference Book(s)**

7. **Assessment**

   Final Grade Policy: Quizzes and exams (2): 30%, projects (2): 30%, writing assignments (12): 30%, class participation 10%
   
   If more than three (3) classes are missed within a 14-week course, then the student fails. Three (3) late = One (1) absence

8. **Others**

   Classroom language is English.
### Strategic Business Communication A

**KANEKO ATSUKO**

*English requirement*  
TOEIC 730～

**Credits:** 2  
**Spring Semester**  
Year: 2・3・4  
(Izumi Campus)

#### 1. Course Outline and Objectives

Successful leaders are highly effective communicators. This course develops an understanding of the theory of human communication so that a student can apply it in organizational setting. The course content will include principles of relationship-building such as personal credibility, emotional intelligence and listening and their application to productive business communication. It involves developing and enhancing your competencies in collaborating in teams, writing effective business messages, developing influential reports, and speaking and presenting in workplace settings.

**Learning Objectives:**
- Understand and build credibility as a communicator
- Learn and apply the theory and principles of interpersonal business communication
- Understand and describe characteristics of cultural intelligence, its importance for global business leaders, and approaches to developing it
- Develop and deliver compelling reports and presentations
- Develop critical thinking, collaboration, and productivity in work relationships

#### 2. Course Content

- **Week 1:** Introduction; Chapter 1 Establishing Credibility  
  - Week 2: Continued (1.14,1.15)
  - Week 3: Quiz 1; Continued
  - Week 4: Chapter 2 Interpersonal Communication and Emotional Intelligence  
    - Week 5: Continued (2.21)
    - Week 6: Quiz 2; Continued
    - Week 7: Chapter 3: Team Communication and Difficult Conversations  
      - Week 8: Continued (3.3, 3.4, 3.5)
      - Week 9: Quiz 3; Continued
    - Week 10: Chapter 4 Communicating across cultures  
      - Week 11: Continued
      - Week 12: Continued (4.12)
      - Week 13: Project: Reports and presentations (4.12)
    - Week 14: Quiz 4: feedback and reflection.

#### 3. Registration Requirements

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Students who do not meet the English requirement for this course (TOEIC 730, TOEFL ITP 500, TOEFLiBT 64, or IELTS 5.5) cannot take this course.

#### 4. Course Preparations

Students are expected to prepare for the book, to respond to questions for discussion, prepare for quizzes, and develop reports. Students submit activity reports based on preview and class discussion every week. Quizzes are designed to help students understand the concepts introduced in the book.

#### 5. Textbook(s)


### Strategic Business Communication B

**KANEKO ATSUKO**

*English requirement*  
TOEIC 730～

**Credits:** 2  
**Fall Semester**  
Year: 2・3・4  
(Izumi Campus)

#### 1. Course Outline and Objectives

Successful leaders are highly effective communicators. This course develops an understanding of the theory of human communication so that a student can apply it in organizational setting. The course content will include principles of relationship-building such as personal credibility, emotional intelligence and listening and their application to productive business communication. It involves developing and enhancing your competencies in collaborating in teams, writing effective business messages, developing influential reports, and speaking and presenting in workplace settings.

**Learning Objectives:**
- Understand and build credibility as a communicator
- Learn and apply the theory and principles of interpersonal business communication
- Understand and describe characteristics of cultural intelligence, its importance for global business leaders, and approaches to developing it
- Develop and deliver compelling reports and presentations
- Develop critical thinking, collaboration, and productivity in work relationships

#### 2. Course Content

- **Week 1:** Chapter 5 Creating Effective Business Messages  
  - Week 2: Continued (5.7)
  - Week 3: Continued (5.13)
  - Week 4: Quiz 1; Continued (5.14)
  - Week 5: Chapter 6: Improving Readability with style and design
  - Week 6: Quiz 2; Continued
  - Week 7: Chapter 7 Email and other traditional tools for business communication
  - Week 8: Quiz 3; Continued
  - Week 9: Chapter 12 Planning business reports  
    - Week 10: Continued (12.10)
  - Week 11: Chapter 13 Completing Business Proposals and Business Reports  
    - Week 12: Continued (13.5,13.7,13.10)
  - Week 13: Project: Reports and presentations (13.5,13.7,13.10)
  - Week 14: Quiz 4; feedback and reflection.

#### 3. Registration Requirements

※「履修のための英語要件の基準点（以下のいずれか）」を満たさない場合、本科目の履修はできません。  
Students who do not meet the English requirement for this course (TOEIC 730, TOEFL ITP 500, TOEFLiBT 64, or IELTS 5.5) cannot take this course.

#### 4. Course Preparations

Students are expected to preview the book, respond to questions for discussion, prepare for quizzes, and develop reports. Students submit activity reports based on preview and class discussion every time they attend. Quizzes are designed to help students understand the concepts introduced in the book.

#### 5. Textbook(s)


#### 6. Reference Book(s)

To be announced in class.

#### 7. Assessment

Final Grade Policy: quizzes and exams (4) 40%; project (1) 30%; assignments (12) 20%; class participation 10%

More than three (3) absences will result in fail. Three (3) late = One (1) absence.

#### 8. Others
1. Course Outline and Objectives
This course is a general introduction to the practice of Strategic Communication. Strategic Communication is the systematic planning and realization of information flow, communication, media development and image care in order to achieve a strategic goal.

During the Spring semester, a variety of topics related to business will be introduced to understand the basic methods of how organizations and individuals communicate to a targeted audience. Moreover, principles of interpersonal communication such as strategies for presentations, meetings, negotiations and conversations will be introduced.

2. Course Content
   Week1. Introduction
   Week2. What is Strategic Communication and why is it important?
   Week3. Communicating in and beyond Organizations
   Week4. Communication in a Diverse Society
   Week5. Cultural Differences in International Business
   Week6. Cultural Awareness
   Week7. Strategic Case
   Week8. Listening strategies
   Week9. Verbal and Non-verbal Messages, Interpersonal Strategies
   Week10. Managing conflict
   Week11. Strategic Case
   Week12. Communicating in Teams
   Week13. Practice, Review

3. Registration Requirements
Students need to meet the English requirement (TOEIC 730) for this course.

4. Course Preparations
   Positive attitude and preparation for discussions are required.

5. Textbook(s)

6. Reference Book(s)
   To be introduced in class.

7. Assessment
   Class Participation 30%
   Homework, Papers, 30%
   Final Exam 40%

8. Others
   Positive attitude preferred.

1. Course Outline and Objectives
This course is a general introduction to the practice of Strategic Communication. Strategic Communication is the systematic planning and realization of information flow, communication, media development and image care in order to achieve a strategic goal.

During the Fall semester, topics related to business will be introduced to understand the basic methods of how organizations and individuals communicate to a targeted audience. Moreover, students will practice strategic communication skills.

2. Course Content
   Week1. Introduction, Review of Spring Semester
   Week2. Communicating in Teams
   Week3. Effective Meetings
   Week3. Virtual Meetings
   Week4. Conducting Meetings
   Week5. Case
   Week6. Case
   Week7. Strategic Presentations
   Week8. Types of Presentations
   Week9. Functions of the Introduction, Functions of the Conclusion
   Week10. Informative Presentations
   Week11. Persuasive Presentations
   Week12. Research, Review
   Week13. Presentations
   Week14. Presentations

3. Registration Requirements
   Students need to meet the English Requirements to enroll in this class.

4. Course Preparations
   Preparation for discussions and presentations are required.

5. Textbook(s)
   Communicating at Work, 12th edition, McGraw HILL

6. Reference Book(s)
   To be announced in class.

7. Assessment
   Participation 30%
   Homework, Papers 30%
   Final Presentation 40%

8. Others
   Positive attitude preferred.
### Strategic Business Communication A

**LINDSKOOG ALLEN**

**English requirement**

TOEIC 730～

**Credits:** 2  
**Spring Semester**  
Year: 2・3・4  
(Izumi Campus)

#### 1. Course Outline and Objectives

This course is a general introduction to the practice of Strategic Communication. Strategic Communication is the systematic planning and realization of information flow, communication, media development and image care in order to achieve a strategic goal. During the Spring semester, you will be introduced to a variety of topics related to business. Students will understand the basic methods of how organizations communicate to a targeted audience in order to change/strengthen attitudes and behaviors. Students will be also exposed to the principles of interpersonal communication, such as how to persuade/convince the target through presentations, meetings, negotiations and day-to-day conversations from topics chosen that are related to business or industries.

#### 2. Course Content

- **Week 1:** Introduction
- **Week 2:** What is strategic communication? (and why is it important?)  
  - Class participation 30%
  - Short papers, presentations, homework 30%
  - Mid-term 20%
  - Final exam 20%

#### 3. Registration Requirements

Students who do not meet the English requirement for this course (TOEIC 730, TOEFL iBT 500, TOEFL iBT 64, or IELTS 5.5) cannot take this course.

#### 4. Course Preparations

- Class participation 30%
- Short papers, presentations, homework 30%
- Mid-term 20%
- Final exam 20%

#### 5. Textbook(s)


#### 6. Reference Book(s)

Other references and resources will be provided as hand-outs during class along with access to our blog site which we will be using weekly.

#### 7. Assessment

- Class participation 30%
- Short papers, presentations, homework 30%
- Mid-term 20%
- Final exam 20%

#### 8. Others

I will work hard to make this course as valuable as possible for you now and for your future. Classroom learning is you will need to work hard and participate in class and with your classmates.

What do you need to do to be successful in this course and prepare for your future?

- Attend all the classes and arrive on time.
- Prepare outside of class each week 1～2 hours.
- Participate actively in class each week.
- Help each other use English in class.
- Complete all assignments on time.
- Prepare and do both group and individual presentations.

If you need to contact me at anytime please send me (Allen Lindskoog) an e-mail in English – skong5606@gmail.com and put “Business Presentation” in the subject header. And also please make sure you put your first and last name in English in the e-mail message as well. A website link for our class blog site will be given out the first day of class.

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## Strategic Business Communication B

**LINDSKOOG ALLEN**

**English requirement**

TOEIC 730～

**Credits:** 2  
**Fall Semester**  
Year: 2・3・4  
(Izumi Campus)

#### 1. Course Outline and Objectives

This course is a general introduction and continuation on the practice of Strategic Communication. Strategic Communication is the systematic planning and realization of information flow, communication, media development and image care in order to achieve a strategic goal. During the Fall semester, you will be introduced to a variety of topics related to business. Students will understand the basic methods of how organizations communicate to a targeted audience in order to change/strengthen attitudes and behaviors. Students will be also exposed to the principles of interpersonal communication, such as how to persuade/convince the target through presentations, meetings, negotiations and day-to-day conversations from topics chosen that are related to business or industries.

#### 2. Course Content

- **Week 1:** Personal objectives and 2nd semester introductions
- **Week 2:** Selling, Advertising, discussions and meetings
- **Week 3:** Facilitating a meeting: Agenda, leading Q and A (make groups for meetings)
- **Week 4:** Facilitating a meeting continued: What makes for an interesting meeting? Plan your group meeting.
- **Week 5:** Environment: Corporate responsibility
- **Week 6:** Entertainment: Hospitality, invitations and offers. First group meeting.
- **Week 7:** Performance: Talking about performance. Group meetings continue.
- **Week 8:** Performance continues: Fine tuning your individual presentations with style. Group meetings continue.
- **Week 9:** Time: Managing your time. Group meetings continue and individual presentations begin.
- **Week 10:** Training: Personal development and training. Final group meetings. Individual presentations continue.
- **Week 11:** Training: Personal development and training continue. Giving advice, and feedback. Individual presentations continue.
- **Week 12:** Email writing: How to write a formal email, introduction and practice. Individual presentations continue.
- **Week 13:** Individual presentations.
- **Week 14:** Semester review and exam. Semester review and Reflections (What did we learn?)

#### 3. Registration Requirements

Students who do not meet the English requirement for this course (TOEIC 730, TOEFL iBT 500, TOEFL iBT 64, or IELTS 5.5) cannot take this course.

#### 4. Course Preparations

For this course you will need:

- Be ready to participate in pair and group discussions.
- Enthusiasm: take advantage of this chance to learn new skills and ideas.
- Communication: share your ideas, questions, and opinions with the class.
- Preparation before each class you need to read and critically think about issues related to business.

#### 5. Textbook(s)


#### 6. Reference Book(s)

Other references and resources will be provided as hand-outs during class and access to our blog site which will be used weekly throughout the semester.

#### 7. Assessment

- Class participation 30%
- Short papers, presentations, homework 30%
- Mid-term 20%
- Final exam 20%

#### 8. Others

You will need to work hard and participate in class and with your classmates.

What do you need to do to be successful in this course and prepare for your future?

- Attend all the classes and arrive on time.
- Prepare outside of class each week 1～2 hours.
- Participate actively in class each week.
- Help each other use English in class.
- Complete all assignments on time.
- Prepare and do both group and individual presentations.

If you need to contact me at anytime please send me (Allen Lindskoog) an e-mail in English – skong5606@gmail.com and put “Business Presentation” in the subject header. And also please make sure you put your first and last name in English in the e-mail message as well. A website link for our class blog site will be given out the first day of class.
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1. **Course Outline and Objectives**
   <Outline>
   This course is aimed at providing opportunities to understand the characteristics of Japanese economy. The fundamental framework of macroeconomy in Japan will be discussed by reference to publications issued by public organizations. Also, hypothetical discussion will be shared to discover the direction in which Japanese economy is heading from now. Historically, Japan has experienced various changes to affect the maturity of its socio-economic system. Such changes would reveal relevant factors to the real world both on demand and supply sides. Recently, new industries have emerged to revitalize Japanese economy; particularly, the development of Information and Communication Technology would open up a new frontier of the economy such as “Digital Economy”. ICT also housed existing industries into a new direction with structural changes to overcome inefficiencies. Seeking factual causation in good samples will be greatly helpful in finding the characteristics of Japanese economy.

   <Objectives>
   (1) Understand the framework of Japanese economy.
   (2) Use factual causation in economic events.
   (3) Illustrate future changes of the socio-economic system by a hypothetical example.

2. **Course Content**
   (1) A Gentle Course Introduction
   (2) Overview [I]: Macroeconomic Profile
   (3) Overview [II]: Historical Economic Phenomenon
   (4) Wrap-up [I]
   (5) Macroeconomic Profile [I]: Demand Side
   (6) Macroeconomic Profile [II]: Supply Side
   (7) Wrap-up [II]
   (9) Historical Economic Phenomenon [B]: Bubble Economy (1980s – 1990s)
   (10) Wrap-up [III]
   (11) Outlook [I]: Industrial Change by Information and Communication Technology
   (12) Outlook [II]: Emergence of New Industry
   (13) Wrap-up [IV]

3. **Registration Requirements**
   The TOEIC level necessary for registering for this course is around 600.

4. **Course Preparations**
   Students will need to actively brush up English capability for reading, speaking, and writing about Japanese economy and other related topics. Short writing assignments named “TIDBITS” will be required to complete. TIDBITS and essays are interdependent; therefore, it is highly recommended to write even a few short sentences every single day to get prepared for TIDBIT. When a student feels confident about writing TIDBIT, he/she will consequently be able to start working for midterm and final essays.

5. **Textbook(s)**
   No textbook is assigned. Reading materials will be informed, if necessary. Handouts will be provided.

6. **Reference Book(s)**
   Further reading materials will be informed, if necessary.

7. **Assessment**
   Attendance (10%); Assignments (20%); Midterm Essay (30%); Final Essay (40%)

8. **Others**
   Plagiarism will never be accepted in any cases.

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1. **Course Outline and Objectives**
   <Outline>
   This course will focus on the theory and practice of Corporate Social Responsibility which has become a common language globally. Students will learn the definition, history, policy, standards and best practices of CSR as a systemic and practical knowledge. This course is aimed at helping students understand the business role in the society with a global perspective and the business as a solution provider for sustainable and equitable world toward the UN Sustainable Development Goals (SDGs).

   <Objectives>
   (1) Through this course students will be able to learn the Corporate Social Responsibility in the true sense based on the latest global trend. Also students will be able to recognize CSR as a core value which business should fully integrate into its strategy, business process and day-to-day operation.

2. **Course Content**
   The course will be conducted in English. (Content is subject to change):
   1. Introduction, Background of CSR
   2. Overview of CSR
   3. Definition, History of CSR
   4. Disclosure, CSR reporting
   5. Case study 1
   6. Case study 2
   7. Global initiatives, leadership of business
   8. ISO26000 Guidance on Social Responsibility
   9. Human rights as a core subject of CSR
   10. Environment as a core subject of CSR
   11. Supply chain and value chain
   12. SDGs and Business Role
   13. ESG and role of Financial Institutions/Investors
   14. CSR as a driver for Social Innovation

3. **Registration Requirements**
   No requirements.

4. **Course Preparations**
   After each class, students are encouraged to review the learnings and further explore them especially on the points you are interested in.

5. **Textbook(s)**
   Lecture materials will be provided in PDF format on the class web.

6. **Reference Book(s)**
   United Nations Global Compact, 2000
   Transforming our world: the 2030 Agenda for Sustainable Development, United Nations, 2015

7. **Assessment**
   Attendance and class participation: 30%, Written assignments: 70%
   No end-of-term examination
   Students are required to submit two assignments in English.
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1. Course Outline and Objectives
   <Outline>
   With the emergence of advanced digital technology, our society has undergone a big transformation. Today it is an indispensable requirement for business person to understand the structure of web business. In this course, an instructor with extensive work experience in the global media division of an advertising company will provide an overview of the business conducted on the web. The class will take students through the history and developments of web business and content, with discussions covering particular topics and companies. The students will have the opportunity to understand and discuss businesses which leverage the web, as well as develop English communication skills through class discussions and presentations.
   <Objectives>
   Students will gain a fundamental understanding of web businesses in general, as well as knowledge of the latest developments in new businesses and business models. Also, students will be accustomed to an English learning environment, and will be able to speak and discuss fluently as future global business leaders.

2. Course Content
   1. Introduction
   2. History of Web Business
   3. Business Model by Web
   4. Web and Traditional Media
   5. Web 2.0 – Long Tail Principle
   6. Web Advertising – Evolution of Ad Technology
   7. Web Advertising – Attribution Analysis
   8. Web Marketing
   9. Web Business and M&A
   10. Video Streaming
   11. Mobile Web
   12. Social Media
   13. Latest Trend of Web Business
   14. a. Course Review b. Final Exam

3. Registration Requirements
   ※ The TOEIC level necessary for registering for this course is around 700.

4. Course Preparations
   You will need to be prepared to participate in discussions and present your ideas to the whole class.

5. Textbook(s)
   PDF files will be able to be downloaded for each topic.

6. Reference Book(s)
   To be notified in class.

7. Assessment
   Class participation 30%
   Short papers 30%
   Final exam 40%

8. Others
   To make the most out of this course:
   - Attend all classes and arrive on time
   - Participate in group discussions and presentations
   - Proactively read/search current issues in this class

---

2. Course Content
   1. Introduction
   2. Omni-Channel Marketing
   3. Electronic Commerce
   4. Electronic Payment
   5. Artificial Intelligence
   6. [Case Study] Google
   7. [Case Study] Apple
   8. [Case Study] Facebook
   9. [Case Study] Amazon
   10. [Case Study] Next GAFA – Baidu, Alibaba, Tencent, Huawei
   11. Cyber Security
   12. Ethics & Law of Web business
   13. Future of Web Business
   14. a. Course Review b. Final Exam

3. Registration Requirements
   ※ The TOEIC level necessary for registering for this course is around 700.

4. Course Preparations
   You will need to be prepared to participate in discussions and present your ideas to the whole class.

5. Textbook(s)
   PDF files will be able to be downloaded for each topic.

6. Reference Book(s)
   To be notified in class.

7. Assessment
   Class participation 30%
   Short papers 30%
   Final exam 40%

8. Others
   To make the most out of this course:
   - Attend all classes and arrive on time
   - Participate in group discussions and presentations
   - Proactively read/search current issues in this class
1. Course Outline and Objectives

〈Outline〉
In the 1920s we consumed 2 hours of content every day. That figure has now risen to 11 hours (Nielsen). Content is part of our lives, but do we have the full picture? This course aims to shed some light on the business side by examining cases of players who create, distribute and use various types of content.

〈Objectives〉
- To provide an overview of different parts of the content business and how they connect
- To give students a new appreciation for the content they consume every day.

2. Course Content
(subject to change)

Part I: Brands
1. Case Study (Automotive): BMW
2. Case Study (FMCG): P&G
3. Case Study (Toy): LEGO / presentation lab
4. Individual lightning presentations

Part II: Media
5. Case Study (TV): Fuji TV
6. Case Study (Video Content): Netflix
7. Guest speaker / presentation lab
8. Individual lightning presentations

Part III: Creators
9. Case Study (YouTuber): Casey Neistat
10. Case Study (Content Innovator): Louis CK
11. Guest speaker / presentation lab
12. Individual lightning presentations
13. Summary: What we have learnt

3. Registration Requirements
※本科目の履修に必要な英語力の目安は、TOEIC 700程度である。
The TOEIC level necessary for registering for this course is around 700.

4. Course Preparations
Please research case studies in advance and prepare for active discussion.

5. Textbook(s)
None - handouts given every time

6. Reference Book(s)
Please refer to websites / online content for each case study

7. Assessment
50% group discussion
50% individual presentation

8. Others
Students will be expected to provide a short written summary of learnings at the end of each class.
### Course Outline and Objectives

**American Culture**

Theme: To learn about selected regional cultures that have shaped the United States and the issues that arise from them. 

Goal: To read and think critically about regional American cultures and to share and present your thinking.

Course description: Students (a) read passages on regional American cultures; (b) select a region or an aspect of regions and make and present posters based on their readings, discussions, and research; and (c) critically comment on the work of other students.

Note: Homework is required for most classes. Students who are not willing to do the work would do better in another class.

### Course Content

1. **Course introduction:** "Regional American cultures". HW: read materials.
2. **Regional American cultures 1:** discuss and analyze reading. HW: Read materials.
3. **Regional American cultures 2:** discuss and analyze reading. HW: Read materials.
4. **Regional American cultures 3:** discuss and analyze reading: develop topic A.
5. **Quiz poster skills:** refine topic. HW: research topic; quiz. HW: make poster.
6. **Topic A:** purpose make peer comments. HW: revise poster.
7. **Topic A:** make poster present poster. HW: develop topic B.
8. **Topic A:** peer comments poster skills; refine topic. HW: research topic; make poster.
9. **Topic A:** present make peer comments. HW: revise poster.
10. **Topic B:** purpose present poster. HW: read "E pluribus unum" and answer questions.
11. **Topic B:** make poster discuss and analyze reading: develop topic. HW: research topic; make poster.
12. **Topic B:** peer comments make peer comments. HW: revise poster.
13. **Topic B:** present poster. HW: prepare review, quiz, and evaluation.
14. **Review course:** end-of-term quiz, course evaluation.

### Registration Requirements

#### Course Preparations

- Homework (HW) is required as noted in the Course schedule. Bring a dictionary and a computer (laptop, tablet, or smart phone) to class.

- Textbook(s)
  - American Regional Cultures (Hardy 2020) is provided. (Available online at O-Meijl.)

- Reference Book(s)

#### Assessment

- Quiz (5 points): Peer comments (10 point x 2); Poster (30 point x 2); Review worksheet (5 point); Participation (10 point)

- Others
  - The capacity of this class is about 30 people. The class consists of 6 groups of 5 students.
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<td>Year: 3 • 4 (Surugadai Campus)</td>
<td>Year: 3 • 4 (Surugadai Campus)</td>
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1. **Course Outline and Objectives**
   
   〈Outline〉
   Japanese corporations maintain high Technology standard, yet it does not lead to good business result in most of the fields, except limited field such as auto industry.
   
   What makes to lead such results?
   
   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.
   
   〈Objectives〉
   Study basic IS-MOT theory

2. **Course Content**

   I Basic concept
   1. What is innovation?—Technical Innovation and Business Innovation
   2. MOT—From the innovation to new business creation
   4. R & D. Production, and Marketing Activity

   II Innovation Theories
   6. Definition of innovation
   7. Schumpeter Innovation theory Kondoratiev cycle Kind of definition
   8. Abernathy. • Utterback innovation theory—Dominant design
   9. Christensend innovation theory

   III Industrial Innovation
   10. S-curve, PPM PLC
   11. Industrial case study 1—Automobile industry
   12. History of Automobile industry—Ford model, GM model, Japanese market
   13. Globalization of Toyota production system
   14. Organizational innovation and quality control

3. **Registration Requirements**

   Entry time limit 15 minutes after opening lecture

4. **Course Preparations**

   Students are required to download the study material form “Class Web” on “Oh–o! Meiji” and to check the contents before the lecture, and to answer to answer “Questionnaire” based on the contents on the lecture at the “Class Web” on “Oh–o! Meiji” after the lecture in every week.

5. **Textbook(s)**

   Hand out data is delivered from “Oh–o! Meiji” web site.

6. **Reference Book(s)**

   Robert A. Burgelman and others “Strategic Management of Technology and Innovation (4th Edition)”

7. **Assessment**

   English report 50%, Participation+Mini Report 50%

8. **Others**

   All the lessons are in English.
   
   本授業は国際教育プログラム「基幹科目（経済）Ⅰ」としても開講しています。詳細は、「国際教育プログラム」シラバスを参照してください。
   
   Students are required to bring Note–PC, smart phone, or tablet with telecommunication capability. Attendance and mini reports are sent via “Oh–o! Meiji” every week.

---

1. **Course Outline and Objectives**

   〈Outline〉
   Japanese corporations maintain high Technology standard, yet it does not lead to good business result in most of the fields, except limited field such as auto industry.
   
   What makes to lead such results?
   
   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 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.

   〈Objectives〉
   To think MOT theory applying in actual business

2. **Course Content**

   I Review & Basic concept & issue
   1. Condorachif cycle (juguler, kichen) & Shumpeter innovation
   2. Re–visiting MOT basic theory
   3. Road Map
   4. Innovation strategy

   II Linear & con–current Product development
   5. Industrial Case Study 2—Electronic Industry
      3. Silicon Cycle and business model—Toshiba, Hitachi, Samsung
      4. Application of semiconductor—electronic calculator, LCD–Sharp, Casio
      5. Home Video–Defacto—standardization of VHS system, JVC
      6. Innovation of digital audio (1)–Compact disc–Sony
      7. Innovation of digital audio (2)–Compact disc–Sony
      8. Video Game (1)–Atari and Nintendo
      9. Video Game (2)–Sony Computer Entertainment

   III Case study industry by industry
   10. Precision mechanical industry—Quartz watch, Seiko
   11. Precision optical industry–Laser printer, Canon
   12. Railway Industry—Shinkansen and world high speed trains
   13. Complex system—Car navigation system
   14. Summery and Future forecast

3. **Registration Requirements**

   Entry time limit 15 minutes after opening lecture

4. **Course Preparations**

   Students are required to download the study material form “Class Web” on “Oh–o! Meiji” and to check the contents before the lecture, and to answer to answer “Questionnaire” based on the contents on the lecture at the “Class Web” on “Oh–o! Meiji” after the lecture in every week.

5. **Textbook(s)**

   Hand out data is delivered from “Oh–o! Meiji” web site.

6. **Reference Book(s)**

   Robert A. Burgelman and others “Strategic Management of Technology and Innovation (4th Edition)”

7. **Assessment**

   English report 50%, Participation+Mini Report 50%

8. **Others**

   All the lessons are in English.
   
   本授業は国際教育プログラム「基幹科目（経済）Ⅱ」としても開講しています。詳細は、「国際教育プログラム」シラバスを参照してください。
   
   Students are required to bring Note–PC, smart phone, or tablet with telecommunication capability. Attendance and mini reports are sent via “Oh–o! Meiji” every week.
1. Course Outline and Objectives

The heart of every successful business lies in marketing. Most aspects of any business depend on successful marketing. This interactive class would let you learn from the business world marketing specialist, and aim to give you a good understanding of basic marketing concepts in English.

(Objective)
The goal for students is to acquire basic and practical knowledge of strategic marketing, including trends and issues related to marketing. Students can also improve English presentation skills through individual presentations and group discussions.

1. Course Outline

1.1 Strategic Marketing A

MATSUURA YOSHITAKA

Credits: 2

Spring Semester

Year: 3 • 4

(Surugadai Campus)

1.2 Strategic Marketing B

MATSUURA YOSHITAKA

Credits: 2

Fall Semester

Year: 3 • 4

(Surugadai Campus)

2. Course Content

Each class would be designed to have two major sections: lecture (a) and group discussion (b). First half of the class provide the basic knowledge of marketing. Based on the knowledge, students will discuss and share certain topics in the second half of the class. We would have 2-3 guest lecturers to broaden your view towards marketing.

Week 1 Course Introduction

Week 2 Definition of Marketing (a) Group Discussion (b)

Week 3 Developing Marketing Strategies and Plans (a) Group Discussion (b)

Week 4 Gathering Information and Scanning the Environment (a) Group Discussion (b)

Week 5 Conducting Marketing Research (a) Group Discussion (b)

Week 6 Individual Presentation: Town Watching (a) Group Discussion (b)

Week 7 Individual Presentation: Town Watching (a) Group Discussion (b)

Week 8 Analyzing Consumer Markets (a) Group Discussion (b)

Week 9 Identifying Market Segments and Targets (a) Group Discussion (b)

Week 10 Creating powerful ideas (a) Group Discussion (b)

Week 11 Digital Marketing (a) Group Discussion (b)

Week 12 Dealing with Competition (a) Group Discussion (b)

Week 13 Case Study: Students Presentation

Week 14 Case Study: Students Presentation

3. Registration Requirements

Course preparations. This course will be interactive, so active participation is required.

4. Course Preparations

Course preparations. This course will be interactive, so active participation is required.

5. Textbook(s)

None. Handouts are given every time.

6. Reference Book(s)


7. Assessment

30% group discussion, 30% case study presentation, 40% individual report

8. Others
### 国際経営論 A（International Management A）

**SUMI ATSUSHI**

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1. **Course Outline and Objectives**

   **Outline**

   Globalization of nation’s socio-economy influences corporations in a variety of ways, and one of its salient characteristics could be seen in increasing cross border trade and foreign direct investment. This is most evident in the recent shift in the strategic goals of many corporations; the change from the export-oriented, multi-domestic strategy where corporations focus on internationalizing only selected divisions to the more global strategy where corporations actively aim at building profit centers worldwide.

   Global competition has increased its complexity as well. The emerging newly industrialized nations as represented by the BRICs, and the increasing emphasis on regionalization and regional economic alliances have necessitated corporations to change their managerial practices to cope with the turbulent global environments. Under these changes in today’s international political economy, Japanese corporations are compelled to develop the international human resources who are able to actively cope with urgent global challenges. Foreign affiliated companies in Japan, in contract, are known to be more successful in the localization of their management practices. The course aims at addressing these rising challenges and issues in the international management and understanding them from wider perspectives. The class lectures will consist of English lectures (90%) and supplementary explanations of the main concepts in Japanese when necessary (10%). Group discussions are scheduled after 50 minutes lecture. Enrolments by foreign exchange students and students from other departments are also welcome.

   **Objectives**

   By using English language, students will have good understandings of globalisation and the international environments, and the ways in which they affect companies doing business abroad.

2. **Course Content**

   - 1a : Course Introduction
   - 2-3 : Globalization (1)
   - 4-5a : Globalization (2) Critical Perspectives
   - b : Group Discussion
   - 6-7 : National Differences in Political Economy (1) : PEST Framework
   - 8-9a : National Differences in Political Economy (2)
   - b : Group Discussion
   - 10-11 : Differences in Culture
   - 12-14a : Differences in Culture: Hofstede’s Cultural Dimension Analysis
   - b : Group Discussion/ Wrap Up

3. **Registration Requirements**

   Students who wish to enroll in this course must attend the first class on course introduction.

   The TOEIC level necessary for registering for this course is around 680.

4. **Course Preparations**

   Regular attendance is required due to English language-based lectures. Students are required to answer 10 quizzes in Ob of Meiji’s class web in between classes.

5. **Textbook(s)**

   International Management, Culture, Strategy, and Behavior (2018), Jonathan P. Doh and Fred Luthans, 10th Edition (International Student Edition), McGraw Hill Education. Selected chapters in PDF format will be available to the enrolled students in Ob of Meiji’s class web page.

6. **Reference Book(s)**

   Will be introduced whenever necessary in class.

### 国際経営論 B（International Management B）

**SUMI ATSUSHI**

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1. **Course Outline and Objectives**

   **Outline**

   Globalization of nation’s socio-economy influences corporations in a variety of ways, and one of its salient characteristics could be seen in increasing cross border trade and foreign direct investment. This is most evident in the recent shift in the strategic goals of many corporations; the change from the export-oriented, multi-domestic strategy where corporations focus on internationalizing only selected divisions to the more global strategy where corporations actively aim at building profit centers worldwide.

   Global competition has increased its complexity as well. The emerging newly industrialized nations as represented by the BRICs, and the increasing emphasis on regionalization and regional economic alliances have necessitated corporations to change their managerial practices to cope with the turbulent global environments. Under these changes in today’s international political economy, Japanese corporations are compelled to develop the international human resources who are able to actively cope with urgent global challenges. Foreign affiliated companies in Japan, in contract, are known to be more successful in the localization of their management practices. The course aims at addressing these rising challenges and issues in the international management and understanding them from wider perspectives. The class lectures will consist of English lectures (90%) and supplementary explanations of the main concepts in Japanese when necessary (10%). Group discussions are scheduled after 50 minutes lecture. Enrolments by foreign exchange students and students from other departments are also welcome.

   **Objectives**

   By using English language, students will have good understandings of the basic theoretical issues of International Business.

2. **Course Content**

   - 1a : Introduction
   - b : What is International Management?
   - 2-3 : The Strategy of International Business (1)
   - 4-5a : The Strategy of International Business (2) Emerging Markets
   - b : Group Discussion
   - 6-7 : Entering Foreign Markets (1)
   - 8-9a : Entering Foreign Markets (2)
   - b : Group Discussion
   - 10 : Global Marketing and R&D (1)
   - 11 : Global Marketing and R&D (2) Recent Developments
   - 12 : Global Human Resource Management (1)
   - 13-14a : Global Human Resource Management (2) Recent developments
   - b : Group Discussion/ Wrap up

3. **Registration Requirements**

   Students who wish to enroll in this course must attend the first class on course introduction.

   The TOEIC level necessary for registering for this course is around 680.

4. **Course Preparations**

   Regular attendance is required due to English language-based lectures. Students are required to answer 10 quizzes in Ob of Meiji’s class web in between classes.

5. **Textbook(s)**

   International Management, Culture, Strategy, and Behavior (2018), Jonathan P. Doh and Fred Luthans, 10th Edition (International Student Edition), McGraw Hill Education. Selected chapters in PDF format will be available to the enrolled students in Ob of Meiji’s class web page.

6. **Reference Book(s)**

   Will be introduced whenever necessary in class.

7. **Assessment**

   Course Evaluation will be based on the following criteria:
   - Quiz 40% (10 Quizzes)
   - Case Report 50% (English report: A4 2 pages, 800-1000 words)
   - Overall Class Participation 10% (including group discussions)

8. **Others**

   Students are encouraged to ask questions. The instructor’s email address is springclasses.sumi@gmail.com

   (本授業は国際教育プログラム「基幹科目（経済）1」ともに開講しています。詳細は、「国際教育プログラム」シナバスを参照してください。)
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1. **Course Outline and Objectives**
   **Outline**
   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.
   **Objectives**
   Achieving to understand basic tools of strategic analysis and report making with single tool of analysis

2. **Course Content**
   1. The tools of strategic analysis
      1. What is Strategy? What is Strategic Analysis?
      2. Tools of Analysis (1) (SWOT, Growth Vector, Market Position)
      3. Tools of Analysis (2) (Porter’s 5 Forces, 3 generic strategy: Strategic group)
      4. Tools of Analysis (3) (PPM, PLC, VRIO, etc.)
   II. Industrial case study 1-Hamburger restaurant chain
      5. History of hamburger restaurant chain business
      6. Market positions of major players: McDonald’s, MOS, Lotteria, etc.
      7. Basic strategy based on market position
   III. Industrial case study 2-Convenience store chain
      8. History of convenience store chain business
      9. Difference of core competence-Seven-Eleven, Lawson, Family Mart
      10. VRIO analysis
   IV. Industrial case study 3-Bank and financial service
      11. History of bank and financial service in Japan
      12. M & A activity of bank industry
      13. Strategic group of bank
      14. Strategic Management Theory
   V. Corporate Strategy and Business Unit Divisional Strategy

3. **Registration Requirements**
   Entry time limit 15 minutes after opening lecture

4. **Course Preparations**
   Students are required to download the study material form "Class Web" on "Oh-o! Meiji" and to check the contents before the lecture, and to answer to answer "Questionnaire" based on the contents on the lecture at the "Class Web" on "Oh-o! Meiji" after the lecture in every week.

5. **Textbook(s)**
   Hand out data is delivered from "Oh-o! Meiji" web site.

6. **Reference Book(s)**
   Will be announced in the class

7. **Assessment**
   English report 50%, Participation+Mini Report 50%

8. **Others**
   All the lessons are English.
   Students are required to bring Note-PC, smart phone, or tablet with telecommunication capability. Attendance and mini reports are sent via "Oh-o! Meiji".
### Transcultural Management A

**YAMAMOTO AKIO**

#### Credits: 2

#### Spring Semester

#### Year: 3・4

(Surugadai Campus)

#### 1. Course Outline and Objectives

**Outline**

Globalization is increasingly influencing many aspects of our everyday lives, but the cultural barriers in the global business environment seem to be difficult to overcome without understanding the diversified values and cultural backgrounds of others. We need to consider various attributes such as nationality, people, language, religion, gender, manners and customs, etc., in order to make the most of diversified human resources. Once each person's sense of value and way of thinking are understood and accepted, it becomes possible to develop mutual trust and respect. This course aims to provide basic guidance to students who wish to live and work in a global environment. All lectures will be conducted in English.

**Objectives**

1. To develop students' theoretical understanding of global management and transcultural management.
2. To provide practical knowledge of global management and transcultural management by exploring case studies.
3. To help students develop their presentation skills through activities assuming various cultural scenes.

#### 2. Course Content

1. Introduction to the course
2. What is culture?
3. Previous research and studies on transcultural management
4. Hofstede 5-dimensional Model
5. Trompenaars 7-dimensional Model
6. Limits of cultural model theories and a new dimension of transcultural management
7. The Culture Map by Erin Meyer
8. The clash of cultures in business-1 (case studies)
9. The clash of cultures in business-2 (case studies)
10. Main causes of transcultural business conflict
11. Cultural aspects in organization
12. Student presentations in English
13. Student presentations in English
14. Student presentations in English and Wrap up

The content of the above course may change accordingly if necessary.

#### 3. Registration Requirements

Basic English skills for communication are required.

Attendance in class is essential.

Students are expected to participate proactively in discussions and Q&A.

The TOEIC level necessary for registering for this course is around 500～700.

#### 4. Course Preparations

Students should read relevant articles in publications such as Nihon Keizai Shimbun, The Japan Times, Nikkei Business, The Economist to gain knowledge and understanding of transcultural management issues.

#### 5. Textbook(s)

No textbook.

Power Point handouts to be provided when required.

#### 6. Reference Book(s)

- 「多文化時代のグローバル経営：トランスカルチャル・マニプレーション」船橋厚志・ほか. 初版第2版 (ビジネス・エデュケーション) 2001年
- The Culture Map - decoding how people think, lead, and get things done across cultures, Erin Meyer, Public Affairs, 2015.

#### 7. Assessment

- Opinion, Remark and Discussion (40%)
- Presentation (30%)
- Term paper (30%)

#### 8. Others

This class is aimed at simulating practical business settings, and the lecturer will guide students on how to react or respond to diverse and difficult situations on the basis of his extensive business experience in many countries.
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*English requirement

| Credits: 2 | TOEIC 500～700程度 |
| Spring Semester | Year: 3・4 |
| (Surugadai Campus) |  |

1. Course Outline and Objectives

Outline
Globalization is increasingly influencing many aspects of our everyday lives, and there are now more opportunities than ever to meet various types of people from different backgrounds. In the global business scene, while communication skill is essential, it may be difficult to achieve fruitful negotiations without proper preparation and strategies. In fact, we already negotiate on a daily basis, as negotiations are pervasive in our personal and business lives, but the ability to negotiate with greater skill is what makes all the difference in business performance and also career advancement.

This course aims to provide basic guidance to students who wish to live and work in a diversified global environment and to achieve success in a cross-cultural business negotiation. All lectures will be conducted in English using active learning methods.

Objectives
(1) To help students develop skills and knowledge by learning key strategies for successful negotiation through exploring various situations.
(2) To understand each step in the negotiation process chronologically from preparation through performance.
(3) To help students develop negotiation skills through role play activities in various business scenes.

2. Course Content

(1) Introduction to the course
(2) What is negotiation?
(3) Preparation for negotiation (1) (problems, people, process)
(4) Preparation for negotiation (2) (type of negotiation, analysis)
(5) Key strategies and tactics during negotiations (1)
(6) Key strategies and tactics during negotiations (2)
(7) Key strategies and tactics during negotiations (3)
(8) Closing negotiation (agreement, approval and follow-up)
(9) Case studies of unsuccessful/successful negotiation (1)
(10) Case studies of unsuccessful/successful negotiation (2)
(11) Student presentations in English
(12) Student presentations in English
(13) Student presentations in English
(14) Student presentations in English and Wrap up

The content of the above course may be changed if necessary.

3. Registration Requirements

Basic English skills for practical communication are required. Attendance in class is essential. Students are expected to participate proactively in discussions and Q&A. The TOEIC level necessary for registering for this course is around 500～700.

4. Course Preparations

Students should read relevant articles in publications such as Nihon Keizai Shimbun, The Japan Times, Nikkei Business, and The Economist to gain knowledge and understanding of negotiation issues in business.

5. Textbook(s)

No textbook.

Power Point handouts to be provided when required.

6. Reference Book(s)


「実践・交渉のセミナー」高村尚弓（NHK出版）2014年

7. Assessment

Opinion, Remark and Discussion (40%)
Presentation (30%)
Term paper (30%)

8. Others

This course is aimed at simulating practical business settings, and the lecturer will guide students on how to react or respond in difficult negotiation scenarios in a diversified culture on the basis of his extensive business experience in many countries.
### Basic Accounting A

**Course Code:** ACC291E  
**Instructor:** NAKASHIMA MASUMI  
**Credits:** 2  
**Semester:** Spring Semester  
**Year:** 1・2・3・4 (Izumi Campus)  

1. **Course Outline and Objectives**  
   <Outline>  
   This course provides an introduction to the concepts and principles of accounting, and the techniques to accounting problems in English.  

2. **Course Content**  
   1. Introduction: Accounting in Action  
   2. Database Learning (1)  
   3. Database Learning (2)  
   4. The Recording Process  
   5. Adjusting the Accounts  
   6. Completing the Accounting Cycle  
   7. Accounting for Merchandising Operations  
   8. Midterm Exam  
   9. Inventories  
   10. Accounting for Information Systems  
   11. Fraud, Internal Controls, and Cash  
   12. Accounting for Receivables  
   13. Plant Assets, Natural Resources, and Intangible Assets  
   14. Final Exam  

3. **Registration Requirements**  
   Students who do not meet the English requirement for this course (at least TOEIC 550) cannot take this course.

4. **Course Preparations**  
   The students should read each of the assigned chapter prior to class.

5. **Textbook(s)**  
   - eBook is available through library website (Maruzen eBook Library)  

6. **Reference Book(s)**

7. **Assessment**  
   - Class Contribution 15%  
   - Assignments 15%  
   - Midterm Exam 30%  
   - Final Exam 40%  

8. **Others**  
   Accounting is referred as the language of business. Therefore, the students who want to pursue a career in business should obtain the knowledge of accounting and develop a skill and techniques for basic accounting. But, it is very important to enjoy the study of accounting always through the process. Let’s enjoy BASIC ACCOUNTING together!

### Basic Accounting B

**Course Code:** ACC291E  
**Instructor:** NAKASHIMA MASUMI  
**Credits:** 2  
**Semester:** Fall Semester  
**Year:** 1・2・3・4 (Izumi Campus)  

1. **Course Outline and Objectives**  
   <Outline>  
   This course provides an introduction to the concepts and principles of accounting, and the techniques to accounting problems in English.  

2. **Course Content**  
   1. Introduction  
   2. Data Learning (1)  
   3. Data Learning (2)  
   4. Current Liabilities and Payroll Accounting  
   5. Accounting for Partnership  
   7. Long-Term Liabilities  
   8. Midterm Exam  
   9. Investments  
   10. Statement of Cash Flows  
   11. Managerial Accounting  
   12. Financial Statement Analysis  
   13. Review  
   14. Final Exam  

3. **Registration Requirements**  
   Students who do not meet the English requirement for this course (at least TOEIC 550) cannot take this course.

4. **Course Preparations**  
   The students should read each of the assigned chapter prior to class.

5. **Textbook(s)**  
   - eBook is available through library website (Maruzen eBook Library)  

6. **Reference Book(s)**

7. **Assessment**  
   - Class Contribution 15%  
   - Assignments 15%  
   - Midterm Exam 30%  
   - Final Exam 40%  

8. **Others**  
   Accounting is referred as the language of business. Therefore, the students who want to pursue a career in business should obtain the knowledge of accounting and develop a skill and techniques for basic accounting. But, it is very important to enjoy the study of accounting always through the process. Let’s enjoy BASIC ACCOUNTING together!
### Financial Accounting A

**Subject Number:** (BA) ACC331E

**Instructor:** NAKASHIMA MASUMI

*English requirement* TOEIC 550～

**Credits:** 2

**Spring Semester**

1. **Course Outline and Objectives**

   **Outline**

   This course provides a comprehensive knowledge of financial accounting and reporting. For each topic covered, the theory and technical details of the U.S. Generally Accepted Accounting Principles (GAAP) are presented and after that, we discuss the differences between the U.S. GAAP and the International Financial Reporting (IFRS). This course also provides the knowledge for analyzing a firm’s financial performance by the financial statements information.

   **Objectives**

   The objectives are to enable students to develop: to acquire an in-depth understanding of financial accounting and reporting as accounting profession, and to obtain the knowledge for evaluating a firm's performance.

2. **Course Content**

   1. Introduction: Financial Accounting and Accounting Standards
   2. Database Learning (1)
   3. Database Learning (2)
   5. The Accounting Information System
   6. Income Statement and Related Information
   8. Midterm Exam
   9. Cash and Receivables
   10. Valuation of Inventories: A Cost-Basis Approach
   11. Inventories: Additional Valuation Issues
   12. Acquisition and Disposition of Property, Plant, and Equipment
   13. Depreciation, Impairments, and Depletion
   14. Final Exam

3. **Registration Requirements**

   Students who do not meet the English requirement for this course (at least TOEIC 550) cannot take this course.

4. **Course Preparations**

   Please read the chapter before each class.

5. **Textbook (s)**

   Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield. Intermediate Accounting, 17th Edition. eBook is available through library website (Maruzen eBook Library)

6. **Reference Book (s)**

7. **Assessment**

   - Class Contribution 15%
   - Assignments 15%
   - Mid-term Exam 30%
   - Final Exam 40%

### Financial Accounting B

**Subject Number:** (BA) ACC331E

**Instructor:** NAKASHIMA MASUMI

*English requirement* TOEIC 550～

**Credits:** 2

**Fall Semester**

1. **Course Outline and Objectives**

   **Outline**

   This course extends a comprehensive knowledge of financial accounting to intermediate topics. For each topic covered, the differences in the theory and concepts of the U.S. GAAP and IFRS should be discussed. This course also provides the theory of accounting fraud and the basic knowledge of forensic accounting. This course also provides a comprehensive framework for business analysis and valuation by using financial statement information. Students can learn not only the concepts and principles for evaluating a firm’s financial performance and predicting its future economic condition but also tools for the financial statements analysis. Topics are covered: Strategy Analysis, Accounting Analysis, Financial Analysis, and Prospective Analysis.

   **Objectives**

   The objectives are to enable students to develop: to acquire intermediate level of knowledges in financial accounting and reporting, to obtain the skills for interpreting financial information, and to understand the basic principles of fundamental analysis and to obtain skills and techniques to analyze the financial statements and determine the fundamental value.

2. **Course Content**

   1. Intangible Assets
   2. Data Learning (1)
   3. Data Learning (2)
   4. Current Liabilities and Contingencies
   5. Long-Term Liabilities
   6. Stockholders' Equity
   7. Revenue Recognition
   8. Accounting for Income Taxes
   9. Accounting for Pensions and Postretirement Benefits
   10. Accounting for Leases
   11. Statement of Cash Flows
   12. Full Disclosure in Financial Reporting
   13. Presentation (1)
   14. Presentation (2)

3. **Registration Requirements**

   Students who do not meet the English requirement for this course (at least TOEIC 550) cannot take this course.

4. **Course Preparations**

   The students should read each of the assigned chapter prior to class.

5. **Textbook (s)**


6. **Reference Book (s)**

7. **Assessment**

   - Class Contribution 15%
   - Assignments 20%
   - Presentation 20%
   - Paper 45%

8. **Others**
### Management Accounting A

**NAGANO SHIMA**

<table>
<thead>
<tr>
<th>Credits: 2</th>
<th>Spring Semester</th>
</tr>
</thead>
</table>

#### 1. Course Outline and Objectives

*Course Summary*

Managerial accounting provides information to managers for use within the organization. It helps managers perform three vital activities—planning, controlling, and decision making. Planning involves establishing goals and specifying how to achieve them. Controlling involves gathering feedback to ensure that the plan is being properly executed or modified as circumstances change. Decision making involves selecting a course of action from competing alternatives. The primary purpose of this course is to teach measurement skills that managers use to support planning, controlling, and decision making activities.

*Objectives*

Students will have a good understanding of managerial accounting and be able to explain how to make intelligent data-driven decisions, how to create financial plans for the future, and how to continually make progress toward achieving goals by obtaining, evaluating, and responding to feedback.

#### 2. Course Content

1a. Introduction
1b. Managerial Accounting: An Overview
2. Managerial Accounting and Cost Concepts
3. Using Different Cost Classifications for Different Purposes
4. Job-Order Costing: Calculating Unit Product Costs
5. Job-Order Costing: Cost Flows and External Reporting
6. Process Costing
7. Process Costing Computations
8. Cost-Volume-Profit (CVP) Relationships
9. The Basic of CVP Analysis
10. Break-Even Analysis and Target Profit Analysis
11. Variable and Absorption Costing
12. Advantages of Variable Costing and Contribution Approach
13. Segmented Income Statements and Contribution Approach
14. Wrap Up

#### 3. Registration Requirements

*上記「履修のための英語要件」の基準点を満たさない場合、本科目の履修はできません。

Students who do not meet the English requirement for this course (see above) cannot take this course.

Credit in Basic Accounting A/B or equivalent.

#### 4. Course Preparations

The most successful students will read the assigned chapter before attending class. During class time I will cover material from the text and demonstrate how problems are solved. Students will also spend part of class time working problems from the text, which we will then discuss.

Accounting is an applied discipline, and therefore requires extensive practice. In this class students need to master both the mechanics of calculations and interpretation of results for successful management.

**5. Textbook(s)**


**6. Reference Book(s)**

**7. Assessment**

Class Participation (50%) and Final Exam (50%)

**8. Others**

Students who wish to enroll in this course must attend the first class on course introduction.
科目的ナンバー：(BA)MAN271E

<table>
<thead>
<tr>
<th><strong>Introduction to Public Management</strong></th>
<th><strong>KIKUCHI MASAO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>English requirement</em></td>
<td><strong>TOEIC 500程度</strong></td>
</tr>
<tr>
<td>Credits: 2</td>
<td><strong>Year: 2・3・4</strong></td>
</tr>
<tr>
<td>Spring Semester</td>
<td>(Surugadai Campus)</td>
</tr>
</tbody>
</table>

1. **Course Outline and Objectives**

   **Outline**
   This course introduces students to the basic principles, issues and practices involved in the management of public organizations. The course is structured roughly into two modules. In the first module, the course focuses on topics related to the basics of public management and governance issues. In the second module, students are required to have group work on the comparative study of public management issues across countries, considering diversified students background. The course therefore draws heavily on student participation toward the goal of building student capacity to prevent, diagnose, and remedy managerial challenges in complex organizational, social, economic, and political environments.

   **Objectives**
   By the end of this course, students should be able to have deep understanding of basic principles, issues, and practical knowledge involved in the management of public organizations.

2. **Course Content**
   - Week 1: Course Introduction
   - Week 2: Understanding Public Management and Governance
   - Week 3: Models of Public Administration and Management
   - Week 4: Models of Central Local Relations
   - Week 5: Public Participation and Involvement
   - Week 6: Financial Management in Public Sector Organizations
   - Week 7: Marketing and Quality Management in Public Sector
   - Week 8: Group Work: Team Building
   - Week 9: Group Work and Mentoring
   - Week 10: Group Work and Mentoring
   - Week 11: Group Work and Mentoring
   - Week 12: Group Work and Mentoring
   - Week 13: Group Work Presentation
   - Week 14: Group Work Presentation and Overview of the Course

3. **Registration Requirements**

   *本科目の履修に必要な英語力の目安は、TOEIC 500程度である。*
   *The TOEIC level necessary for registering for this course is around 500.*

4. **Course Preparations**
   Students are required to make group presentations out of the classes. Active participation both in and out of classes is highly encouraged.

5. **Textbook(s)**
   There is no required text book.

6. **Reference Book(s)**

7. **Assessment**
   Active Class Participation: 30%, Group Presentation: 30%, Term Paper: 40%

8. **Others**

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41
**Course Information**

### Basic Solution Approach to International Public Management

**Instructor:** KAWASHIMA TAKANE

**Credits:** 2

**Fall Semester**

**Year:** 1 • 2 • 3 • 4

**(Izumi Campus)**

<table>
<thead>
<tr>
<th>1. Course Outline and Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>&lt;概要 (Course Summary)&gt;</strong></td>
</tr>
<tr>
<td>This course provides students many aspects of global issues on the UN resolution Sustainable Development Goals (SDGs) and parallel national goals. Students will study different topics of SDGs and discuss Australia as a global community representing a country’s background profile and global issues.</td>
</tr>
</tbody>
</table>

2. **Course Content**

| 2. | 10/1 | Principle of UN and its Development Policy Takane Kawashima |
| 3. | 10/8 | Preparation Key Term/Notion of SDS Takane Kawashima |
| 4. | 10/15 | Development Goals (SDGs) Poverty Reduction and Inequality Takane Kawashima |
| 5. | 10/22 | Sustainable Development Goals (SDGs) Poverty & Urbanization Report 1 Yoshi Study Lawyer |
| 6. | 10/29 | Preparation Takane Kawashima |
| 7. | 11/5 | Sustainable Development Goals (SDGs) Gender Anoko Daisuki |
| 8. | 11/12 | Development Assistance: Japan International Cooperation McCormick Ishikawa Takane Kawashima |
| 9. | 12/3 | Development Assistance: Philippines Guest Speaker (adjusting) Takane Kawashima |
| 10. | 12/10 | Development Assistance: Cambodia Anoko Daisuki |
| 11. | 12/17 | Development Assistance: How to see the Africa Report 2 (Draft of Public Speech) Yoshi Study |
| 12. | 1/14 | Review Session 1 Achievement Test & Public Speech 1 Takane Kawashima |
| 13. | 1/21 | Review Session 2 (Public Speech 2) Takane Kawashima |

### Applied Solution Approach to International Public Management

**Instructor:** KAWASHIMA TAKANE

**Credits:** 2

**Spring Semester**

**Year:** 1 • 2 • 3 • 4

**(Izumi Campus)**

<table>
<thead>
<tr>
<th>1. Course Outline and Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>&lt;概要 (Course Summary)&gt;</strong></td>
</tr>
<tr>
<td>This course provides students many aspects of global issues on the UN resolution Sustainable Development Goals (SDGs) and parallel national goals. Students will study different topics of SDGs and discuss Australia as a global community representing a country’s background profile and global issues.</td>
</tr>
</tbody>
</table>

2. **Course Content**

| 1. | 4/4 | Introduction of MIN. Flow of this course Workshop: UN Lunch Box Questionnaire: Your Skills & Experience Takane Kawashima |
| 2. | 4/11 | UN Principles & Systems Sustainable Development Goals 1 Takane Kawashima |
| 3. | 4/18 | Sustainable Development Goals 2 Takane Kawashima |
| 4. | 4/25 | Sustainable Development Goals 3 Takane Kawashima |
| 5. | 5/2 | Sustainable Development Goals 4 Takane Kawashima |
| 6. | 5/9 | Sustainable Development Goals 5 Agenda Setting by MIN Style 1 Takane Kawashima |
| 7. | 5/16 | Agenda Setting by MIN Style Final Country Profile & Position Paper 1 Takane Kawashima |
| 8. | 5/23 | Writing for Background Paper by MIN Style 1 Draft of Resolution 1 Takane Kawashima |
| 9. | 6/6 | Writing for Background Paper by MIN Style 2 Draft of Resolution 2 Takane Kawashima |
| 10. | 6/13 | Writing for Background Paper by MIN Style Final Draft of Resolution Final Takane Kawashima |
| 11. | 6/20 | Model United Nations 1 Takane Kawashima |
| 12. | 6/27 | Model United Nations 2 Takane Kawashima |
| 13. | 7/4 | Model United Nations 3 Takane Kawashima |
| 14. | 7/11 | Model United Nations 4 Takane Kawashima |

<table>
<thead>
<tr>
<th>3. Registration Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is an English track class but designed for non-native English students whose TOEIC score is 550 or more. Course organizer (Takane Kawashima) will pay much attention &amp; care for students who has motivation &amp; interesting on global issues (国際的視野)</td>
</tr>
</tbody>
</table>

4. **Course Preparations**

It is essential to read materials and references before and after the class.

<table>
<thead>
<tr>
<th>5. Textbook(s)</th>
</tr>
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<table>
<thead>
<tr>
<th>6. Reference Book(s)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>7. Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active in class participation: 20% Report 1: 15% Report 2: 15% Final Achievement Test: 40% Performance of Public Speech: 10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>The date of guest speaker will change</td>
</tr>
</tbody>
</table>

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Tourism Management A  
SATO IKU

Credits: 2  
Spring Semester  
Year: 2・3・4  
(Nakano Campus)

1. Course Outline and Objectives
Tourism is a sizable global industry and complex activity which involves various actors and stakeholders. Also, Tourism is one of the most familiar tools to understand diverse culture and social system of a country and to foster global cross-cultural communications between different countries and regions. In the first half of the course, I will provide you an overview of tourism in the world and in Japan. It includes basic concepts, statistics, history and key trends etc. The latter half focuses on the issues of tourism management at global, regional and local levels and examines a subject “the role of tourism and dilemma caused by tourism”. By the end of this course, students will have broadly understood the critical issues in tourism management today at various scales.

2. Course Content
Week 1 a : Introduction : What is “tourism”? What is “tourism management”?  
b : Introduction : What is “tourism”? What is “tourism management”?  
Week 2 : History of tourism in the world  
Week 3 : Understanding tourism in the world (1) : The role of UNWTO and global tourism today  
Week 4 : Understanding tourism in the world (2) : UNESCO World Heritage and Tourism  
Week 5 : History of tourism in Japan  
Week 6 : Understanding tourism in Japan (1) : Tourism policies and issues  
Week 7 : Understanding tourism in Japan (2) : Natural and cultural tourism resources  
Week 8 : Understanding tourism in Japan (3) : Onsen (hot springs) and resort destinations  
Week 9 : Understanding tourism in Japan (4) : Theme parks, events and conventions  
Week 10 : The role of tourism and dilemma (1) : Economic issues  
Week 11 : The role of tourism and dilemma (2) : Environmental issues  
Week 12 : The role of tourism and dilemma (3) : Social issues  
Week 13 : The role of tourism and dilemma (4) : Cultural issues  
Week 14 : Course review & summary

3. Registration Requirements
As Tourism Management A & B are closely related, it is highly recommended to take both courses as possible. Basic information of the course requirements will be explained in the first class. “Reaction paper” (on which you are required to write short comments) is required occasionally (not in every lecture) .  
*No required TOEFL scores.  
*This course is basically instructed by lecturing. (Group discussions may be included depend on the size of class)  
*Students are required to study tourism-related vocabularies and technical terms in prior or after class by themselves.  
*This course is conducted in English. Occasionally, Short video clips / DVDs in Japanese will be used after explaining the outline.  
*If you are late 3 times, it will be counted as 1 absence.

4. Course Preparations
This course covers a wide range of topics. Students are required to read reference books individually to foster better understanding.

5. Textbook(s)
No required textbook. (Hand-outs will be distributed as needed.)

6. Reference Book(s)
To be introduced in the classes

7. Assessment
Participation (20%) , Reaction paper (20%) , Final test (60%)

8. Others
Several topics on tourism will be introduced in ‘warm-up’ sessions in the beginning of each lecture. Not only those who have already interested in tourism, but also who have little interest so far are welcomed. Learning tourism will definitely deepen your understanding of your own country, Japan and the world.

Tourism Management B  
SATO IKU

Credits: 2  
Fall Semester  
Year: 2・3・4  
(Nakano Campus)

1. Course Outline and Objectives
This course looks tourism management from two main perspectives; Tourism business management and Tourism destination management. By the end of this course, students will have understood the various mechanisms and actors in tourism business and destination management and how destinations can maximize benefits and minimize negative impacts by managing tourism appropriately in cooperation with the business sectors. Each lecture will provide various concrete examples in Japan and in the world as well. Distinctiveness and common features in Japanese tourism management systems are occasionally discussed in comparison with other countries or regions.

2. Course Content
Week 1 a : Introduction : What is tourism management?  
b : Introduction : What is tourism management?  
Week 2 : Tourism business management (1) : Travel industry in the world  
Week 3 : Tourism business management (2) : Travel industry in Japan  
Week 4 : Tourism business management (3) : Airline industry in the world  
Week 5 : Tourism business management (4) : Airline industry in Japan  
Week 6 : Tourism business management (5) : Hotel industry in the world  
Week 7 : Tourism business management (6) : Hotel industry in Japan  
Week 8 : Tourism destination management (1) : Management to improve destination competitiveness  
Week 9 : Tourism destination management (2) : Cases in the World  
Week 10 : Tourism destination management (3) : Cases in Japan  
Week 11 : Tourism destination management (4) : Management to improve destination sustainability  
Week 12 : Tourism destination management (5) : Cases in the world  
Week 13 : Tourism destination management (6) : Cases in Japan  
Week 14 : Course summary & review

3. Registration Requirements
As Tourism Management A & B are closely related, it is highly recommended to take both courses as possible. Basic information of the course requirements will be explained in the first class. “Reaction paper” (on which you are required to write short comments) is required occasionally (not in every lecture) .  
*No required TOEFL scores.  
*This course is basically instructed by lecturing. (Group discussions may be included depend on the size of class)  
*Students are required to study tourism-related vocabularies and technical terms in prior or after class by themselves.  
*This course is conducted in English. Occasionally, Short video clips / DVDs in Japanese will be used after explaining the outline.  
*If you are late 3 times, it will be counted as 1 absence.

4. Course Preparations
This course covers a wide range of topics. Students are required to read reference books individually to foster better understanding.

5. Textbook(s)
No required textbook. (Hand-outs will be distributed as needed.)

6. Reference Book(s)
To be introduced in the classes

7. Assessment
Participation (20%) , Reaction paper (20%) , Final test (60%)

8. Others
### International Development

<table>
<thead>
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<th>Credits: 2</th>
<th>Fall Semester</th>
<th>Year: 3 • 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>(Surugadai Campus)</td>
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</table>

#### 1. Course Outline and Objectives

*Outline*

An overview of the transition of economic growth in developing countries from the postwar period to the present, and the evolution of development economics and international development theory in three phases: Japan's development experience; using the case of Japan's first economic policy during the Meiji era and the assistance received from the World Bank after the WWII. Focusing on East Asian countries that have shown rapid economic growth, emerging countries including China, and fragile countries such as countries in Africa, the approach to economic growth will be discussed with specific examples. It also introduces how to plan and evaluate development projects to solve issues in developing countries as aid policies.

*Objectives*

- Students are expected to gain an overview of the economic development of developing countries from postwar period to the present in relation to development economics and international development theory.
- Students are expected to understand the role of trade and direct investment in economic development. Students are expected to understand the development experience of Japan and East Asian countries, and aid policies and project planning and evaluation to promote economic development in developing countries.

#### 2. Course Content

1. Introduction/ Transition of Economic Development in Developing Countries
   (Introduction of Instructors, Outline of Lecture Countries, Trend of Economic Development in Developing Countries by Data)
2. Evolution of Development Economics and International Development Theory I
   (Leadership in Development Economics and the Government)
   (Neo-classical Economics and Dependence on Markets and Policies)
   (Institutional School and Human Capital)
5. Evolution of Development assistance (evolution of approach to development assistance)
6. Trade and economic development (effects of trade on economic development)
7. Direct Investment and Economic Development (Effects of Direct Investment on Economic Development)
9. East Asian Miracle (East Asian Economic Development Approach)
10. Emerging countries showing high growth (factors of economic growth in emerging countries such as China, India and Brazil)
11. Fragile states facing on many issues (weak governance and economic stagnation)
12. Development Assistance Policy and Project Planning (Participatory Project Planning Method with Cases)
13. Project evaluation (role of evaluation and project evaluation method)
14. For the future development of developing countries

#### 3. Registration Requirements

Students who do not meet the English requirement for this course (see above) cannot take this course.

Participation in classes is assessed by attendance, questions, comments, and participation in discussions.

Use video, internet, and case study materials as needed.

#### 4. Course Preparations

It will be preferable to read reference books beforehand.

#### 5. Textbook(s)

Nothing special

#### 6. Reference Book(s)

- World Statistical Yearbook 2019, Economist, 2018
- Worldwide Governance Indicators by The World Bank, (info.worldbank.org)

#### 7. Assessment

Final exam (50%), Interim report (30%), Participation in class (20%)

#### 8. Others
Scholastic Evaluation

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<th>Evaluation</th>
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<td>100–90 points</td>
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<td>89–80 points</td>
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</tr>
<tr>
<td>pass</td>
<td>C</td>
<td>69–60 points</td>
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</tr>
<tr>
<td>fail</td>
<td>F</td>
<td>Under 60 points</td>
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</tr>
<tr>
<td>fail</td>
<td>T</td>
<td>Students didn’t take the exam</td>
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</tr>
</tbody>
</table>

Also, a Grade Point Average (GPA) system has been introduced. Grade Points (GP) corresponding to the evaluation are multiplied by the number of subject units studied, and the total is divided by the number of total course credits. GPA is used for the school guidance and recommendations, and is a record one’s scholastic results and transcript.

* This does not apply to accredited subjects (admissions, studying abroad, and subjects determined by the department).

● 45 minutes of class time is counted as 1 study hour.

* Required study hours for obtaining 1 credit

<table>
<thead>
<tr>
<th>Course Classification</th>
<th>Teaching Hours</th>
<th>Self-study hours</th>
<th>Total Required Study hours for 1 unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures/seminars</td>
<td>15 hours/semester</td>
<td>30 hours/semester</td>
<td>45 hours/semester</td>
</tr>
<tr>
<td>Laboratory work, field studies, practical skills, foreign languages, PE</td>
<td>30 hours/semester</td>
<td>15 hours/semester</td>
<td>45 hours/semester</td>
</tr>
</tbody>
</table>
Guidelines for Taking Final Exams

1. Students should sit in alternate seats, leaving one seat vacant between you and your neighbor(s). In examination rooms where seating is prearranged, follow the instructions and sit in your designated seat.

2. Place your student ID, with the photo side up, on the desk within easy view of the proctor.

3. If you do not have your student ID with you, report to the faculty office to obtain a one-day permit for taking exams.

4. Unless otherwise specified by your instructor, teaching/studying materials, such as textbooks, reference books, notebooks, etc. are not permitted.

5. You must keep all personal belongings in your bag except for those permitted for the test such as writing tools, your student ID, watch/clock. Drinks are not permitted and must be stored in your bag. You must place your bag on a seat next to yours or at your feet. You will be held liable for cheating if (a) prohibited item(s) is/are found outside your bag.

6. Writing tools must be taken out of your pen case, which must be stored in your bag during the examination.

7. You must not use any type of electronic device such as cell phones, or electronic dictionaries. However, electronic calculators are permitted in certain examinations as indicated by the instructor.

8. You must not wear a hat, a cap or any other head covering during the examination, unless prior permission is obtained for a special reason.

9. You will not be allowed to enter the examination room if you are more than twenty minutes late for the exam. You can finish your test taking and leave the examination room after 20 minutes from the beginning of the examination, but not during the last 10 minutes of the examination.

10. You must enter your faculty name, department name, year, class number and student number on the answer sheet. Answer sheets without these entries will be treated invalid. Make sure you know your year, class number and student number by checking your commutation certificate (Tsugaku Shomeisho) card.

11. You must refrain from talking with any students in the examination room. Also, you must not cheat.

12. Please note that those who caught cheating in an examination will be punished with disciplinary measures, such as suspension or removal from the university in accordance with the university regulations.

13. Once you have completed the exam, you must submit your answer sheet in person.

14. You must follow the instructions of the proctor in the examination room at all times.
### Surugadai Campus Classroom Information List

<table>
<thead>
<tr>
<th>Floor</th>
<th>Room etc.</th>
<th>Room etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B3</td>
<td>Sports Hall, Gymnasium Teaching Staff Room (2), Men's Changing Room</td>
<td>1F</td>
</tr>
<tr>
<td>B3</td>
<td>Sports Room</td>
<td>2F</td>
</tr>
<tr>
<td>B3</td>
<td>Gymnasium Teaching Staff Room (1), Lady's Changing Room</td>
<td>3F</td>
</tr>
<tr>
<td>B1</td>
<td>1001</td>
<td>4F</td>
</tr>
<tr>
<td>1F</td>
<td>1001</td>
<td>5F</td>
</tr>
<tr>
<td>1F</td>
<td>Medai Avenue Entrance, Lounge Marronier Central Library (B 1F)</td>
<td>6F</td>
</tr>
<tr>
<td>3F</td>
<td>Yoshizakura Entrance, Information Square Lounge Ivy, Lounge Purple, 1021, 1022</td>
<td>7F</td>
</tr>
<tr>
<td>4F</td>
<td>School of Law Office, School of Commerce Office School of Political Science and Economics Office School of Arts and Letters Office Liberty Tower No.1 Conference Room</td>
<td>11F</td>
</tr>
<tr>
<td>5F</td>
<td>Liberty Tower No.2 and No. 3 Conference Rooms</td>
<td>11F</td>
</tr>
<tr>
<td>5F</td>
<td>Academic Affairs Office School of Business Administration Office School of Information and Communication Office Liberty Tower No. 2 and No. 3 Conference Rooms</td>
<td>11F</td>
</tr>
<tr>
<td>6F</td>
<td>1061-1065 Liberty Tower No. 4 and No. 5 Conference Rooms</td>
<td>11F</td>
</tr>
<tr>
<td>7F</td>
<td>1071-1076</td>
<td>15F</td>
</tr>
<tr>
<td>7F</td>
<td>1071-1076</td>
<td>15F</td>
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<td>8F</td>
<td>1081-1089</td>
<td>17F</td>
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<tr>
<td>9F</td>
<td>1091-1098</td>
<td>17F</td>
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<tr>
<td>10F</td>
<td>1101-1108</td>
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<td>1111-1112</td>
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<tr>
<td>12F</td>
<td>1121-1128</td>
<td>3F</td>
</tr>
<tr>
<td>13F</td>
<td>1131-1138</td>
<td>4F</td>
</tr>
<tr>
<td>14F</td>
<td>1141-1148</td>
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<td>15F</td>
<td>1151-1158</td>
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<td>16F</td>
<td>1161-1168</td>
<td>3F</td>
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<tr>
<td>17F</td>
<td>Student Dining Room (Sky Lounge Akatsuki)</td>
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<tr>
<td>18F</td>
<td>Certification Courses Office</td>
<td>5F</td>
</tr>
<tr>
<td>21F</td>
<td>1201-1202</td>
<td>6F</td>
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<td>21F</td>
<td>1211-1214</td>
<td>7F</td>
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<tr>
<td>23F</td>
<td>Tatsuo Kihimoto Memorial Hall, Saloon San</td>
<td>8F</td>
</tr>
<tr>
<td>23F</td>
<td>Kozumi Miyagi Memorial Hall, Misao Yashiro Memorial Hall</td>
<td>9F</td>
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<td>23F</td>
<td>2101-2103</td>
<td>10F</td>
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<tr>
<td>23F</td>
<td>2111-2114</td>
<td>11F</td>
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<tr>
<td>2F</td>
<td>Museum, University History Exhibit Room, Aku Yu Memorial Hall</td>
<td>11F</td>
</tr>
<tr>
<td>3F</td>
<td>Museum, A1–A6 Conference Rooms</td>
<td>1F</td>
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<tr>
<td>3F</td>
<td>– Academy Hall</td>
<td>2F</td>
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<tr>
<td>3F</td>
<td>Center for Clinical Psychology</td>
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<tr>
<td>3F</td>
<td>30A, 31B, A7 Conference Room, A8 Conference Room</td>
<td>4F</td>
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<tr>
<td>3F</td>
<td>30A, 30B, A9 Conference Room</td>
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</tr>
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<td>3F</td>
<td>Professional Graduate School Office Psychology Waiting Room</td>
<td>5F</td>
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<tr>
<td>4F</td>
<td>Faculty Waiting Room</td>
<td>6F</td>
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<tr>
<td>11J</td>
<td>310A–310L</td>
<td>2F</td>
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<tr>
<td>11F</td>
<td>Community Relations Office 311A–311J</td>
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<tr>
<td>1F</td>
<td>Liberty Tower (inside Sports Promotion Office)</td>
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</tr>
<tr>
<td>1F</td>
<td>Liberty Tower (next to Liberty Hall)</td>
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</tr>
<tr>
<td>1F</td>
<td>Liberty Tower (Sports Hall Entrance)</td>
<td>2F</td>
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<tr>
<td>1F</td>
<td>Liberty Tower (outside of cafeteria)</td>
<td>3F</td>
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<tr>
<td>1F</td>
<td>Reference Area, Central Library, Liberty Tower</td>
<td>4F</td>
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<tr>
<td>1F</td>
<td>University Hall</td>
<td>5F</td>
</tr>
<tr>
<td>1F</td>
<td>Entrance Hall, Academy Common</td>
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<td>1F</td>
<td>Guard Station, Faculty Office Building</td>
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</tr>
<tr>
<td>1F</td>
<td>Building No. 10</td>
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</tr>
<tr>
<td>1F</td>
<td>Guard Station, Global Front</td>
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</tr>
</tbody>
</table>
## Izumi Campus Classroom Information List

<table>
<thead>
<tr>
<th>Bldg</th>
<th>Floor</th>
<th>Room etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1F</td>
<td>1F</td>
<td>Izumi Volunteer Center, Graduate School Students Joint Research Room</td>
</tr>
<tr>
<td></td>
<td>1F</td>
<td>Izumi Academic Affairs Office, Izumi Learning Support Room, School of Law Office, School of Commerce Office</td>
</tr>
<tr>
<td></td>
<td>1F</td>
<td>School of Public Policy and Economics Office, School of Arts and Letters Office</td>
</tr>
<tr>
<td></td>
<td>1F</td>
<td>School of Business Administration Office, School of Information and Communication Office</td>
</tr>
<tr>
<td></td>
<td>1F</td>
<td>Graduate School Office, Certification Courses Office (Izumi Branch Office), Izumi Student Support Office</td>
</tr>
<tr>
<td></td>
<td>1F</td>
<td>Izumi Campus Office, International Student Office, Study Abroad Advisory, Employment Career Support Center Izumi Learning Support Room</td>
</tr>
<tr>
<td></td>
<td>2F</td>
<td>202–214 Students Counseling Room, Health Clinic</td>
</tr>
<tr>
<td></td>
<td>3F</td>
<td>301–317</td>
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<td></td>
<td>4F</td>
<td>401–416</td>
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<td></td>
<td>5F</td>
<td>501–513</td>
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<tr>
<td></td>
<td>6F</td>
<td>No. 1 Conference Room, No. 2 Conference Room, Teaching Staff Hall</td>
</tr>
<tr>
<td></td>
<td>1P</td>
<td>1–3</td>
</tr>
<tr>
<td></td>
<td>2F</td>
<td>4–6</td>
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<td></td>
<td>3F</td>
<td>7, 8</td>
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<tr>
<td></td>
<td>1P</td>
<td>11, 12, 15 International Exchange Lounge</td>
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<tr>
<td></td>
<td>2P</td>
<td>23–24, 26 Izumi Graduate School Student Common Room</td>
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<tr>
<td></td>
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<td>31–39</td>
</tr>
<tr>
<td></td>
<td>4P</td>
<td>41–47</td>
</tr>
</tbody>
</table>

### Locations
- Guard station: 2F
- Gymnasium West Ward (Entrance): 2F
- Outside Corridor between East and West Ward of Gymnasium: 1F
- Bldg. No. 1: 1F
- Bldg. No. 2: 1F
- Izumi Media Bldg.: 1F
- Izumi Library: 1F
- Izumi Cafeteria (Izumi no Mori): 1F
- Office, Faculty Office Bldg.: 1F