Japanese Business and Culture (conducted in English)

The College of Business, Rikkyo University Tokyo, Japan

Credits: 2

Course Description:

This interdisciplinary course will be taught in careful coordination by subject experts to help students explore broad factors that drive companies of Japan and East Asia to global success, and to examine underlying social, economic, and political dynamics. This course aims to introduce undergraduate students in their second year and above to: (1) the overall social, economic, and political dynamisms of East Asia that are critical to the success of businesses and the sustained economic growth of the region; (2) the similarities and differences of corporate organizations, institutions, and strategies; and (3) comparative perspectives that are necessary for them to review businesses, economies, and societies. You will learn through classroom discussion, group projects (case analysis), and visits to corporations and organizations. No prerequisites for this program.

All classes to be held at the Ikebukuro Campus, Rikkyo University

The schedule is tentative and subject to change.

Evaluation: Class Participation, Group Presentation on Market Entry, Business Proposal, Group Presentation on Retail Market FieldWork

Rikkyo University Faculty (subject to change)
Adam Johns, Assistant Professor of International Business (Policy)

Herbert Donovan, Assistant Professor of International Business (Environment)

Chie Iguchi, Assistant Professor of International Business (Strategy)

Roy Larke, Professor of International Business (Marketing & Retail)

Nobuya Takezawa, Professor and Dept. Chair, International Business (Finance)

Note: Roundtrip public train fares for company visits and field study to be covered by participants. Roundtrip fares in Tokyo could cost from US$5.00 to US$15.00 depending on venue.