

ACT 280 FINANCIAL ACCOUNTING (4 credit hours)

Instructor: Tsung-ming YEH, PhD
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Semesters: Spring/Fall/Winter

DESCRIPTION: This is an introductory course in Financial Accounting. It is designed to give Business majors a solid foundation upon which to build their formal education in business. Most classes will focus on the basic rules of accounting, GAAP, and the process of preparing financial statements: balance sheet, income statement, and statement of cash flow. Students will also learn how to analyze the financial statements from the perspectives of profitability, efficiency, liquidity, and safety.

OBJECTIVES: Students will become familiar with the basic principles and terminology of financial accounting and know how to apply these principles to construct financial statements and analyze the financial performance of companies.

STUDY MATERIALS:

<Textbook>

Ingram, Albright, Baldwin. Financial Accounting: Information for Decisions. Thomson South-Western, latest edition.

<Other>

Other materials will be selected from financial media, including Nikkei Shimbun (in Japanese, but Japanese language skills are not required), Nikkei Weekly, Wall Street Journal, Financial Times newspapers, Economist, Forbes, and the Nikkei website: www.nni.nikkei.co.jp, Bloomberg website: <http://www.bloomberg.com/>, and Yahoo Finance website: <http://finance.yahoo.com/>.

ASSESSMENT: Student achievement of the stated course Objectives will be measured in terms of student performance in the following four areas: (1) Exams (40%), (2) Assignments (30%), (3) Class participation (20%), and (4) Final Presentation (10%).

COURSE FORMAT AND ACTIVITIES: The class will be partly conducted in the computer lab to give students opportunities to work on accounting exercises using Excel. Students will study and analyze actual financial statements, accessible from corporate

websites. We will use the Internet to bring the "real world" of accounting into the classroom and connect concepts directly to present day Japan. Students will be required to apply the concepts they learn from the textbook and from lectures to analyze contemporary business events. Students will present a financial accounting analysis in group presentations toward the end of the semester using PowerPoint. Class participation is important, and classes tend to be very interactive.

SCHEDULE:

<Week 1>

Ch 1: Introduction of business organizations

<Week 2>

Ch 2: Basic rules of accounting

<Week 3>

Ch 3: More rules of book-keeping

EXAM 1

<Week 4>

Ch 4: Preparing Balance Sheet and Income Statement

<Week 5>

Ch 5: Preparing Statement of Cash Flow

EXAM 2

<Week 6>

Ch 6: Regulatory framework of accounting

<Week 7>

Ch 8: Accounting rules for mortgages

<Week 8>

Ch 9: Accounting rules for bond and stock financing

EXAM 3

<Week 9>

Ch 10: Analysis of financing activities

<Week 10>

Ch 11: Accounting rules for investing activities

<Week 11>

Ch 12: Analysis of investing activities

<Week 12>

Ch 13: Accounting rules for operating activities

<Week 13>

Ch 14: Analysis of operating activities

<Week 14>

FINAL PRESENTATION

FINAL EXAM

ANT180 CULTURAL ANTHROPOLOGY (3 credit hours)

Instructor: Darren ASHMORE, PhD

Office hours: TBA

Website: TBA

Semester: Spring/Fall

Office: TBA

email: lupin3@aiu.ac.jp

Meeting times: TBA

DESCRIPTION: This course is designed to introduce students to the range of variation in the human cultural and social experience. In the process, the course will seek to broaden the student's perspectives, both spatially and temporally. Cultural Anthropology introduces the discipline of anthropology (and related fields of comparative sociology, human geography and history), then turns to ways in which human variation can be explored in an orderly and ethical manner.

OBJECTIVES: This course is designed to help students understand the cultural aspects of sociological study and arm them with a variety of analytical tools which can be used to assist their exploration of Japanese society both in their courses at Akita and in the country at large. To this end, the course will expose the students to both general anthropological issues and Japanese specific situations.

STUDY MATERIALS:

<Core Textbook>

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001.

<Reference books, sources of readings and other information>

- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
- Becker, Howard S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
- Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992
- Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Ivy, Marilyn. Discourses of the Vanishing: Modernity, Phantasm, Japan. Chicago: University of Chicago Press. 1995
- Kawada, Minoru., with Kishida-Ellis, Toshiko. Tr. The Origin of Ethnography in Japan: Yanagita Kunio and his Times. London and New York: Kegan Paul International. 1995
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997
- Robbins, Richard H. Cultural Anthropology: a Problem-based Approach. Itasca: F.E. Peacock Publishers. 1993

ASSESSMENT: Student achievement of the stated course Objectives will be measured in terms of student performance in the following three areas: (1) essay (40%), (2) final examination (40%), and (3) seminar participation (20%).

ACADEMIC PREPARATION: This is an introductory course to Cultural Anthropology and has no academic prerequisites associated with it.

POLICIES: All assignments must be completed to receive a passing grade for this course. Acts of plagiarism or other forms academic dishonesty will be dealt with harshly. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

COURSE FORMAT AND ACTIVITIES: Weekly sessions will be divided into lecture and group seminar sessions. During lectures the key points of the course will be presented and discussed and study groups will select an issue to debate in the following seminar. There will also be a number of screenings during the course.

SCHEDULE:

<April>

<Week 1>

Theme: *Introduction: A History of Anthropology*

Lecture: A brief introduction to the main body of Anthropological theory and the foundations upon which social/cultural studies are built.

Readings:

Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (Chapters 1 and 2)

and

Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997.

Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999

Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996

Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<Week 2>

Theme: *Fieldwork and Interpretation*

Lecture: Exploring the importance of empirical data to the Anthropologist and the perils which can befall study in the field.

Readings:

- Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (Chapter 3)

and

- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997.

- Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999

- Ivy, Marilyn. Discourses of the Vanishing: Modernity, Phantasm, Japan. Chicago: University of Chicago Press. 1995

<Week 3>

Theme: *The Social Person.*

Lecture: Examining the socially defined nature of the individual and the ways in which different theoretical disciplines approach boundaries between the self and the other.

Readings:

- Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (Chapter 4)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
 - Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
 - Becker, Howard. S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
 - Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992
 - Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999

<May>

<Week 4>

Theme: *People and Society.*

Lecture: Following on from the discussion of the social creation of the self, we examine the way in which individuals act to create and maintain societies.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapters 5 and 6)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
 - Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
 - Becker, Howard. S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
 - Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992

<Week 5>

Theme: *Kinship.*

Lecture: Examining the bonds within society and the terms which are used to hold society together: kinship, marriage, reproduction and the alliances which these create among people.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapters 7 and 8)
- and**
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997

- Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992
- Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<Week 6>

Theme: *Gender and Age*.

Lecture: Examining the many different faces of a society and the ways in which the group negotiates with its membership in terms of both age and gender.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapter 9)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
- Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<Week 7>

Theme: *Social Hierarchies*.

Lecture: Expanding on the issues of age and gender, this week's lecture looks at other forms of hierarchies within society (such as the Castes of India and the social 'class system' of Western Europe) and the reasoning behind such seemingly divisive structures.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapter 10)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
- Becker, Howard S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Ivy, Marilyn. Discourses of the Vanishing: Modernity, Phantasm, Japan. Chicago: University of Chicago Press. 1995
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<June>

<Week 8>

Theme: *Power*.

Lecture: Following on from the issue of structured social divisions, we look at the power blocks within social structures and the ways in which the individuals of these groups attempt to control/negotiate with their fellows.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapter 11)
- and**
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
 - Becker, Howard. S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
 - Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992
 - Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
 - Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
 - Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<Week 9>

Theme: *Commodities and Services*.

Lecture: Examining the maintenance and development of societies through the negotiated control of production and distribution of resources.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapters 12 and 13)
- and**
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
 - Becker, Howard. S., with McCall, Michal, M. Eds. Symbolic Interaction and Cultural Studies. Chicago: Chicago University Press. 1990
 - Denzin, Norman K. Ed. Symbolic Interactionism and Cultural Studies: The Politics of Interpretation. Oxford: Blackwell. 1992
 - Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
 - Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997

<Week 10>

Theme: *The Internal Debates: Man and God*.

Lecture: Examining the thorny issues of faith and philosophy as tools for social control/protection.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapters 14 and 15)
- and**
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
 - Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999

- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Kawada, Minoru., with Kishida-Ellis, Toshiko. Tr. The Origin of Ethnography in Japan: Yanagita Kunio and his Times. London and New York: Kegan Paul International. 1995
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997
- Robbins, Richard H. Cultural Anthropology: a Problem-based Approach. Itasca: F.E. Peacock Publishers. 1993

<Week 11>

Theme: *Vanishing Customs and Changing Traditions.*

Lecture: Looking at the changing face of Anthropology in a world which is becoming ever more culturally blended, this week's lecture examines both the responses of societies themselves and the ways in which scholars attempt to make sense of this new-old world.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapters 16 and 17)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Ivy, Marilyn. Discourses of the Vanishing: Modernity, Phantasm, Japan. Chicago: University of Chicago Press. 1995
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997
- Robbins, Richard H. Cultural Anthropology: a Problem-based Approach. Itasca: F.E. Peacock Publishers. 1993

<July>

<Week 12>

Theme: *The In and the out: Nationalism and Minorities.*

Lecture: Following on from the debate over cultural blending, we look at some of the problems which have arisen as a result of this debate, and the ways in which different nations have responded/are responding to the shrinking of the globe.

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001. (chapter 18)
- and**
- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Barfield, Thomas. The Dictionary of Anthropology. Oxford: Blackwell Publishing. 1997
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Peoples, James G. Humanity: an Introduction to Cultural Anthropology. Belmont: West/Wadsworth Publishing. 1997
- Robbins, Richard H. Cultural Anthropology: a Problem-based Approach. Itasca: F.E. Peacock Publishers. 1993

<Week 13>

Theme: *Glocal Issues: Justifying Anthropology.*

Lecture: In the final lecture we look back on the history of the discipline and examine what has become of the cultures of the world since people such as Malinowski began focusing scholarly attention on. How have they changed? How has Anthropology changed them? How have they changed Anthropology?

Readings:

- Eriksen, Thomas H. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology. London: Pluto Press, 2001.

and

- Augé, Marc. A Sense for the Other: the Timeliness and Relevance of Anthropology. Stanford: Stanford University Press. 1998
- Hendry, Joy. An Introduction to Social Anthropology: Other People's Worlds. Basingstoke: Macmillan. 1999
- Gardner, Katy. Anthropology: Development and the Post-modern Challenge. London: Pluto. 1996
- Robbins, Richard H. Cultural Anthropology: a Problem-based Approach. Itasca: F.E. Peacock Publishers. 1993

<Week 14>

Theme: *Course Review and Examination Preparation.*

Lecture: Both the lecture and seminar for this week will be devoted to reviewing the course and will provide students with an opportunity to discuss any issues that they might have before the final examination.

Readings: NA

ART210: JAPANESE ART HISTORY IN THE WORLD CONTEXT (3 credit hours)

Instructor: Hidemichi Tanaka

DESCRIPTION: The purpose of this course is not to chronicle the entire history of Japanese art, but to grasp its most important characteristics. Indeed, our intention is to talk about something definitely different from such chronicles done by scholars who tend to confuse the history of art with the history of artifacts. If we are going to gain understanding of Japanese art, we need to compare selected works from Japanese tradition with ones representing a range of world cultures, East and West, recent and remote, in order to assess their value using the yardstick of universal standards. We accentuate the development of the styles characteristic for each period of Japanese art. This development is very similar to the stylistic development of European art, but its stages are earlier for more than five centuries. The flowering periods of Buddhist art from the 7th century to the 14th century were marked with the stages of Archaism, Classicism, Manierism, Baroque and Romanticism. The period of Japanism was particular to Edo era. The material of the course is illustrated with the slide shows.

The remaining part of the syllabus is in preparation.

BUS300 Business Communication/ビジネス・コミュニケーション (2 credit hours)

<概要>

この科目では、学生は様々なコンテキストで行われる実社会のビジネス・コミュニケーションの例を検証する。ビジネス・コミュニケーションに反映される“最良”と“最悪”の実践例を復習するほかに、学生には毎週、口頭および記述でのビジネス・コミュニケーションの予習が課せられる。効果的なコミュニケーション能力の最高の学び方は、学生が直接そうした技術を実践することである。この科目を履修することにより、学生は毎週ビジネス・コミュニケーション技術を試験し、向上させる機会を与えられる。

(注意：講義は英語にて行われます。)

BUS310 BUSINESS PRINCIPLES AND PRACTICES (4 credit hours)

Instructor: Shingo Leonard NISHIKAWA, PhD

Office hours: TBD; at least 4 hours/week

Office: C10

E-mail: slnishikawa@aiu.ac.jp

Semesters: Spring, Fall

Meeting times: Twice a week, 100 min. each session

DESCRIPTION: This is an introduction to business principles for business majors. The intent is to give students an introductory-level understanding of the broad range of business disciplines – from general management and international business to accounting, finance, marketing and strategy – and serve as a foundation to their deeper study of these subjects as the next step in their business education. We will use the same text book as in BUS-210, but will omit sections related to economic history, accounting, and some parts of financial management. While we shall use examples of some notable American and European multinational corporations, we will also study many specific examples of Japanese firms doing business in Japan, Eastern Asia, and elsewhere. Examples include Wal-mart entry into China, Japan, and South Korea; Carrefour into China; and Toyota into the US and India.

STUDY MATERIALS:

<Textbook>

Nickels, W., J. McHugh, and S. McHugh, Understanding Business, McGraw Hill, 2005.

<Reference books, sources of reading, and other information>

- (1) Harvard Business School business cases
- (2) Articles from *Nikkei Shimbun*, *New York Times*, *Wall Street Journal*, *Business Week*, and *Economist*
- (3) Downloaded TV programs from BBC, CNN, Japanese TV, and CCTV-9 (China).

OBJECTIVES: After the course, students will realize that skills from several different disciplines, such as economics, accounting, statistics, management science, law, psychology, computer science, communication skills, national culture, and philosophy, is necessary to conduct business. By the end of this course, the students should be able to think strategically and address issues with a much wider perspective.

ASSESSMENT: The grades will be determined from result of the following:

Final examination	40%
Midterm examination	15%
Quick quizzes	10%
Project presentation	15%
Classroom participation	20%

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, and intercultural course. Students are recommended to take accounting and macro/micro economics courses concurrently or have completed macro/micro prior to taking this class.

POLICIES: Students are reminded that class participation is 20% of the course grade, so attendance is important.

COURSE FORMAT AND ACTIVITIES: Lectures, discussion, and student presentations. Some lectures will be delivered by accomplished business men and women. The course meets four hours per week. We often will use the fourth hour of each week for business case discussions on issues relevant to concepts we are studying each week. Students are expected to actively participate during this hour. Several field trips to local firms in manufacturing and service industries will be organized as part of the course.

SCHEDULE:

Weeks 1-2:	Business Trends – globalization , technology, ethics
Weeks 3-4:	Business Ownership Models, Entrepreneurship – writing business plans
Weeks 5-6:	Organizational Structures –history of changes in the last 100 years
Weeks 7-8:	Different methods to motivate and manage employees globalized workforce
Weeks 9-10:	Marketing
Weeks 11-13:	Technology—key 20 th century innovations (telephony, vacuum tube, TV, air plane, fertilizer, transistors, containers, IC’s, mobile phones, optical fiber, etc., and the impact on manufacturing, marketing, supply

chain management, business models, intellectual property right, and organization structure

Week 14: Financial Management Issues

BUS320 INTERNATIONAL BUSINESS (4 credit hours)

Instructors: Shingo NISHIKAWA, PhD email: slniishikawa@aiu.ac.jp
Michael LACKTORIN, PhD email: mlacktor@aiu.ac.jp
Office: C10 Office hours: by appointment
D202 Office hours: by appointment
Website: <http://www.intra.aiu.ac.jp/~lacktorin>

DESCRIPTION: This is an introductory course in international business. Conceptually, the course closely will track our textbook, International business: competing in the global marketplace (Charles Hill, McGraw-Hill), covering national differences in political economy and culture, international trade and investment, the international monetary system, international capital markets, foreign exchange rates, international corporate strategy and structure, and international business operations. However, we will not use case studies from the textbook. Instead, the global marketplace will be viewed from the perspective of Japan, and theories and concepts will be applied in the context of Japan and Japanese firms.

COURSE OBJECTIVES: Students will attain basic understanding of a wide range of theories and concepts related to national differences in political economy and culture, international trade and investment, the international monetary system, international capital markets, foreign exchange rates, international corporate strategy and structure, and international business operations. At the end of the course, the successful student will be able to define, without aid of textbook, 80% of the approximately 300 concepts and theories and selected from our textbook and lectures, and explain how they apply, or do not apply or may apply uniquely, to the Japanese market.

STUDY MATERIALS:

<Textbook>

Hill, Charles. International business: competing in the global marketplace. International edition. McGraw-Hill, 200x. International students should try to purchase a copy of a recent edition before coming to Japan.

<Website Reading for News Brief Analyses (NBA)>

Students are required to read daily the English-language, online version of the *Nikkei Shimbun*. Access at www.nni.nikkei.ac.jp from campus computers.

<Website help for Comprehensive Cases>

Cases will be distributed in class. For information about case study learning methods, refer to: <http://www.hbs.edu/case/index.html>

ASSESSMENT:

10% Student team project presentation

15% class participation

25% weekly assignments (News Brief Analyses/other assignments)

25% midterm exam

25% final exam

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, financial accounting, and principles of management, or their equivalents. Introductory courses in Marketing and Finance are recommended before enrollment in this course.

POLICIES: All assignments and exams must be completed to receive a passing grade for this course. Students are reminded not to engage in acts of plagiarism or other forms academic dishonesty. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

COURSE FORMAT AND ACTIVITIES: Generally, class sessions will alternate between lecture days and student mini case analysis days and comprehensive case analysis days. On lecture days we will review theories and key concepts related to our present theme. Before the lecture students will have reviewed the assigned key concepts and theories on their own. On mini case analysis days and comprehensive case analysis days student teams will demonstrate the application of theories and key concepts in their analyses of assigned cases. There may be one or two field trips to provide students opportunities to experience Japanese business first-hand.

CLASSROOM ACTIVITIES: Generally, class sessions will alternate between lecture days and student presentation days. On lecture days we will review theories and key concepts related to our present theme. Before the lecture students will have completed the reading assignment. On student presentation days student teams will apply received theories and key concepts to the real world of business in Japan. Presentations (News Brief Analyses) will be done by teams. Team size will depend on class size. Classes are

interactive. There may be one or two field trips, probably as part of another course, to provide opportunities to experience Japanese business first-hand. Occasionally, we will have guest lecturers. At the end of the term student teams will make a project presentation applying a wide range of the most important concepts and theories learned during the semester.

SCHEDULE:

<September>

Week 1 Introduction & Overview

Chap 1: Globalization (pp. 1-35)

News Brief Analyses

Instructor: Prof Lacktorin

Week 2 *Chap 2: National Differences in Political Economy (pp. 36-85)*

Chap 3: Differences in Culture (pp. 86-135)

News Brief Analyses

Instructor: Prof Nishikawa

Week 3 *Chap 4: International Trade Theory (pp. 136-169)*

Chap 5: Political Economy of International Trade (pp. 170-201)

News Brief Analyses

Instructor: Prof Lacktorin

Week 4 *Chap 6: Foreign Direct Investment (pp. 202-255)*

Chap 7: Political Economy of FDI (pp. 228-255)

News Brief Analyses

Instructor: Prof Lacktorin

<October>

Week 5 *Chap 8: Regional Economic Integration (pp. 202-255)*

News Brief Analyses

Instructor: Prof Lacktorin

Week 6 *Chap 12: Strategy of International Business (pp. 402-431)*

News Brief Analyses

Instructor: Prof Nishikawa

Week 7 *Chap 13: Organization of International Business (pp. 432-471)*

News Brief Analyses

MIDTERM EXAMINATION

Instructor: Prof Nishikawa

Week 8 *Chap 14: Entry Strategy and Strategic Alliance (pp. 472-521)*

News Brief Analyses

Instructor: Prof Nishikawa

Week 9 *Chap 9: Foreign Exchange Market (pp. 306-333)*

Chap 10: International Monetary System (pp. 334-371)

News Brief Analyses

Instructor: Prof Lacktorin

<November>

Week 10 *Chap 11: Global Capital Market (pp. 372-401)*

News Brief Analyses

Instructor: Prof Lacktorin

Week 11 *Chap 15: Exporting, Importing, and Countertrade (pp. 522-541)*

Chap 16: Global Manufacturing and Materials Management (pp. 542-569)

News Brief Analyses

Instructor: Prof Nishikawa

Week 12 *Chap 17: Global Marketing and R&D (pp. 570-603)*

News Brief Analyses

Instructor: Prof Nishikawa

Week 13 *Chap 18: Global Human Resource Management (pp. 604-631)*

News Brief Analyses

Instructor: Prof Nishikawa

<December>

Week 14 *Chap 19: Accounting in International Business (pp. 632-655)*

Chap 20: Financial Management in International Business (pp. 654-680)

News Brief Analyses

Instructor: Prof Nishikawa

Week 15 **STUDENT TEAM PROJECT PRESENTATIONS**

FINAL EXAMINATION

Instructor: Prof Nishikawa

BUS330/JAS340 MODERN BUSINESS AFFAIRS IN CHINA (3 credit hours)

Instructor: Shingo Leonard NISHIKAWA, PhD

Office hours: TBD; at least 4 hours/week

Office: C10

E-mail: slnishikawa@aiu.ac.jp

Semesters:

Meeting times: twice a week, 90 minutes/each session

DESCRIPTION: The speed of China's emergence as a major economic superpower is without precedent. China is one of the most dynamic business environments in the world. Rapid change in its political environment, legal system, demographics, and conflicts in values between Chinese and non-Chinese, can quickly erode the effectiveness of any good business model. Today, no international business education is complete without knowledge of the contemporary developments in China. Students will be required to read widely about China's history, political, legal, and economic systems, and national culture. Along with this broad perspective, students will develop microeconomic perspectives of China through the experiences of several senior business practitioners, who will come to class to share with us their stories of doing business in China.

OBJECTIVES: The main objective of this course is to increase international student awareness of the complexities of conducting business in mainland China.

STUDY MATERIALS:

<Textbook>

In lieu of a textbook, students will read numerous articles and analyses on China from *McKinsey Quarterly Journal* (2002, 2003, 2004, 2004, 2006).

<Reference books, sources of reading and other information>

Doing Business in China, Harvard Business School Press, 2004

Chen, M-J. Inside Chinese Business, Harvard Business School Press, 2001

Enright, M, E. Scott, and K. Chang. Greater Pearl River Delta. J. Wiley & Sons, 2005

ASSESSMENT:

Final research paper	40%
Term papers (2)	15%
Project presentation	15%
Classroom participation	20%

ACADEMIC PREPARATION: Students should have completed at least one course in business and another in economics. Some understanding of Japanese and East Asian history and awareness of present day business news is also assumed. Fluency in Japanese or Chinese is not required.

POLICIES: Attendance will be counted heavily for the classroom participation grade.

COURSE FORMAT AND ACTIVITIES: Lectures, discussions, and presentations by guest speakers and students. At the end of the semester, students have an opportunity to participate in an optional tour of visiting Japanese and foreign firms in either Guangdong Province/Hong Kong or Shanghai. In 2006, we visited five Japanese and two non-Japanese firms in Hong Kong and Guang Dong Province during five days

SCHEDULE (Based on 2006 Term)

- Week 1: Historical background of the last 100 years of China (Guest lecturer, Professor Willy Lam)
- Week 2: Free market policy of Deng Xiao Ping and growth of the Pearl River Delta
- Week 3: Different approaches to the tackle beauty parlor business in Shanghai by Chinese, Japanese, Taiwanese, and Hong Kong businessmen and women.
- Week 4: Bento (lunch box) and convenience store wars in Shanghai among Chinese, Japanese, and Taiwanese firms
- Weeks 5-12: Other real business stories; lectures by business women and men who have conducted business in China over the last 15 years – two Canadians, one American, three Japanese
- Week 13-14: Preparing material for the field trip to Guangdong Province and Hong Kong and presentations in class.
- Week 15: 6-day trip to Hong Kong and Guangdong Province to explore how Japanese and non-Japanese firms conduct business in Hong Kong and mainland China.

BUS350 INTRODUCTION OF OPERATIONS MANAGEMENT (4 credit hours)

Instructor: Hisashi KURATA, PhD email: kurata@aiu.ac.jp
Office: A Bldg (Part-time faculty room) Office hours: by appointment
Website: <http://www.intra.aiu.ac.jp/~kurata>

DESCRIPTION: This is an introductory course in Operations Management. Operations Management is an important value-adding activity in the firm's value chain, involving all aspects of the production and delivery of goods and services. Students will learn how to establish, maintain, and reengineer the processes that firms use to transform inputs into goods and services. Linear programming and various other quantitative techniques will be introduced in conjunction with Excel or other software.

OBJECTIVES: The course will familiarize students with basic knowledge of various production and operations management processes, and provide them with fundamental analytical tools, such as linear programming techniques, useful in process control, forecasting, and other management operation applications.

STUDY MATERIALS:

<Textbook>

Stevenson, William J. Operations Management (7th ed.), McGraw-Hill/Irwin 2002.

<Website for Supplemental Teaching Materials>

Powerpoint slides, lecture notes, schedule changes, homework questions, exam information, and other materials for this course will be posted on the instructor's website. Students should visit the website frequently for newly posted online materials.

ASSESSMENT:

Midterm exams (2@25%)

Final exam (25%)

Homework Assignments (5@3%)

Class participation (10%)

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, and management principles or their equivalents.

POLICIES: All assignments and exams must be completed to receive a passing grade for this course. Students are reminded not to engage in acts of plagiarism or other forms academic dishonesty. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

SCHEDULE:

<September>

Week 1 Introduction & Overview

Chap 1: Overview of POM

Chap 2: Operations Strategy

Week 2 *Chap 3: Forecasting*

Software guide: Minitab & MS-Excel

Week 3 *Chap 4: Product and Service Design*

Week 4 *Chap 5: Capacity Planning*

Chap 7s: Learning Curve

<October>

Week 5 *Wrap-up and Exam review*

MIDTERM EXAMINATION 1

Week 6 *Chap 5s: Decision Theory*

Week 7 *Chap 6: Process Selection*

Week 8 *Chap 6s: Linear Programming*

LP Software guide: Lindo & MS-Excel

Week 9 *Chap 19: Queuing model*

Software guide: Excel & queuing

<November>

Week 10 *Wrap-up and Exam review*

MIDTERM EXAMINATION 2

Week 11 *Chap 13: Inventory Management*
Software guide: Excel & inventory

Week 12 *Chap 14: Aggregate Planning*
Chap 15: MRP

Week 13 *Chap 18: Project management*

<December>

Week 14 *Chap 16: JIT & TPS*

Week 15 *Wrap-up and Exam review*

FINAL EXAMINATION

BUS395 CASE STUDIES IN STRATEGIC MANAGEMENT (4 credit hours)

Instructor: Mike LACKTORIN, PhD

Office hours: M, R 13:00-14:00

Website: <http://www.intra.aiu.ac.jp/~lacktorin>

Semesters: Fall

Office:

email: mlacktor@aiu.ac.jp

Meeting times: TBD

DESCRIPTION: This is an advanced ‘capstone’ course in business management studies. It is assumed that students have already completed a concept/theory course in Corporate Strategy. Over the semester, we will review more than 300 concepts and theories learned in previous business courses, and attempt to apply the most important ones in the strategic analysis of business cases. In most instances, the target of our application will be case studies that involve Japanese industries and firms. Some cases may involve foreign firms operating in the Japanese market.

OBJECTIVES: This course provides students with opportunities to apply facts, concepts and theories learned in previous business courses to analyze and propose solutions to various strategic challenges and dilemmas facing managers in the real world of business, and to discover when the concepts and theories do not apply, or may apply uniquely, to the Japanese market.

STUDY MATERIALS:

<Textbook>

It is recommended that students bring to class the textbook they used during their previous study of Corporate Strategy / Strategic Management.

<Reference books, sources of readings and other information>

- (1) Hill, Charles W. L., and Gareth Jones. Strategic Management: An integrated approach. Boston: Houghton Mifflin, 2004. Two copies are available in the library for use in the library only.
- (2) McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996.
- (3) Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991.
- (4) Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. Can Japan Compete? Cambridge: Perseus, 2000.

- (5) Mintzberg, Henry. Mintzberg on Management: Inside our strange world of organizations. New York: Free Press, 1989.
- (6) Abegglen, James C. 21st Century Japanese Management: New systems, lasting values. New York: Palgrave Macmillan, 2006.
- (7) Harvard Business Review. Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002.
- (8) Burgelman, Robert A., Modesto Maidique, and Steven C Wheelwright. Strategy Management of Technology and Innovation. New York: McGraw-Hill Irwin, 1996.
- (9) *Harvard Business Review* and various other journals.

<Website General Reading>

Students are expected to spend one to two hours per week reading Harvard, Wharton, INSEAD, and McKinsey & Company contributions to the 'Business Knowledge' section at 'CEO Express' website at <http://www.ceoexpress.com/default.asp>.

<Website Reading for Mini Case Studies (MCS)>

Students are required to read daily the English-language, online version of the *Nikkei Shimbun*. The University has a site license. Access is limited to on-campus computers at www.nni.nikkei.ac.jp.

<Website help for Comprehensive Cases>

Cases will be distributed in class. For information about case study learning methods, refer to: <http://www.hbs.edu/case/index.html>

ASSESSMENT: Student achievement of the stated course Objectives will be measured in the following three areas: (1) Mini case studies (40%), (2) Comprehensive case studies (40%), and (3) Class participation (20%).

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, financial accounting, principles of management, principles of marketing, principles of finance, and corporate strategy, or their equivalents.

POLICIES: All assignments and exams must be completed to receive a passing grade for this course. Students are reminded not to engage in acts of plagiarism or other forms

academic dishonesty. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

COURSE FORMAT AND ACTIVITIES: Generally, class sessions will alternate between lecture days and student mini case analysis days and comprehensive case analysis days. On lecture days we will review theories and key concepts related to our present theme. Before the lecture students will have reviewed the assigned key concepts and theories on their own. On mini case analysis days and comprehensive case analysis days student teams will demonstrate the application of theories and key concepts in their analyses of assigned cases. There may be one or two field trips to provide students opportunities to experience Japanese business first-hand.

SCHEDULE:

<September>

<Week 1>

Theme/Theories/Key concepts: *What is Strategy? The Mission statement*

Readings: (1) Strategic Management: An integrated approach, Chapter 1; (2) Henderson, Bruce D. “The Origin of Strategy.” Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Mintzberg, Henry. “Crafting Strategy” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (4) Eisenhardt, Kathleen, and Donald Hull. “Strategy as Simple Rules” in Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002; and (5) Andrews, Kenneth R. “The Concept of Corporate Strategy” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996.

Mini Case Studies

<Week 2>

Theme/Theories/Key concepts: *Internal and External Environments*

Readings: (1) Strategic Management: An integrated approach, Chapters 2-3; (2) Bain, Joe S. “The Relationship of Market Structure to Corporate Performance” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996; (3) Porter, Michael. “Strategy and the Internet” in Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002; (4) Caves, R. E., and Michael Porter. “From

Entry Barriers to Mobility Barriers: Conjecture Decisions and Contrived Deterrence to New Competition” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996.

Mini Case Studies

<Week 3>

Theme/Theories/Key concepts: *Strategy at the Functional Level*

Readings: (1) Strategic Management: An integrated approach, Chapter 4; (2) Stalk, George Jr. “Time: The next source of competitive advantage” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Hammer, Michael. “The Superefficient Company” in Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002.

Comprehensive Case Study

<Week 4>

Theme/Theories/Key concepts: *Strategy at the Business Level*

Readings: (1) Strategic Management: An integrated approach, Chapter 5; (2) Ohmae, Kenichi. “Getting Back to Strategy” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Chamberlin, Edward Hastings. “The Differentiation of the Product” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996; (4) Ghemawatt, Pankaj. “Sustainable Advantage” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991.

Mini Case Studies

<October>

<Week 5>

Theme/Theories/Key concepts: *Strategy at the Corporate Level*

Readings: (1) Strategic Management: An integrated approach, Chapter 6; (2) Porter, Michael. “From Competitive Advantage to Corporate Strategy” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Porter, Michael. “What is

Strategy?" in Porter, Michael, On Competition. Boston: Harvard Business School, 1998.
Mini Case Studies

<Week 6>

Theme/Theories/Key concepts: *Global strategies*

Readings: (1) Strategic Management: An integrated approach, Chapter 8; (2) Levitt, Theodore. "The Globalization of Markets" in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Ohmae, Kenichi. "Managing in a Borderless World." Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991. Some readings may not be required.

Comprehensive Case Study

<Week 7>

Theme/Theories/Key concepts: *Restructuring*

Readings: Strategic Management: An integrated approach, Chapters 9-10;

Mini Case Studies

<Week 8>

Theme/Theories/Key concepts: *Corporate structure*

Readings: Strategic Management: An integrated approach, Chapters 12-13;

Field trip

<Week 9>

Theme/Theories/Key concepts: *Corporate control systems*

Readings: (1) Strategic Management: An integrated approach; (2) Rappaport, Alfred. "Selecting Strategies That Create Shareholder Value." Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991.

Comprehensive Case Study

<November>

<Week 10>

Theme/Theories/Key concepts: *Strategic alliances*

Readings: Current events

Mini Case Studies

<Week 11>

Theme/Theories/Key concepts: *Managing knowledge and technology*

Readings: (1) Strategic Management: An integrated approach, Chapter 7; (2) Burgelman, Robert A., Modesto Maidique, and Steven C Wheelwright. Strategy Management of Technology and Innovation. New York: McGraw-Hill Irwin, 1996, Chapters Sections 1-2.

Mini Case Studies

<Week 12>

Theme/Theories/Key concepts: *Theories of the firm*

Readings: (1) Coase, R. H. “The Nature of the Firm” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996. (2) Penrose, Edith. “Inherited Resources and the Direction of Expansion” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996. (3) Wernerfelt, Birger. “A Resource-Based View of the Firm” in McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996. (4) Prahalad, C.K., Gary Hamel. “The Core Competence of the Corporation” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991, pp. 277-300

Comprehensive Case Study

<Week 13>

Theme/Theories/Key concepts: *Corporate Performance, Governance, and Ethics*

Readings: (1) Strategic Management: An integrated approach, Chapter 11; (2) Jensen, Michael. “Eclipse of the Public Corporation” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Andrews, Kenneth R. “Directors’ Responsibility for Corporate Strategy” in in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (4) Mintzberg, Henry. “Who Should Control the Corporation?” in Mintzberg, Henry. Mintzberg on Management: Inside our strange world of organizations. New York: Free Press, 1989.

Field trip

<December>

<Week 14>

Theme/Theories/Key concepts: *Guy Kawasaki* and other deviants

Readings: No readings. Instead, series of downloaded Kawasaki presentations

Mini Case Studies

<Week 15>

Theme/Theories/Key concepts: *Future of corporate strategy in Japan*

Readings: (1) Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. (a) “Rethinking Japanese Management,” and (b) “Transforming the Japanese Company” in Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. Can Japan Compete? Cambridge: Perseus, 2000. (2) Abegglen, James C. “The Changing World Map of the Kaisha” in Abegglen, James C. 21st Century Japanese Management: New systems, lasting values. New York: Palgrave Macmillan, 2006.

Comprehensive Case Study.

BUS410-1/JAS410-1 : Entrepreneurship			
Instructor:	SUGA, Hitoshi/INADA, Yumi	Office:	CELS, Library 2 nd floor
Phone:	186-090-3964-7920	E-mail	hhf00530@nifty.com
Credits:	4		
Style of Class:	Lecture/Case Method/Guest Speakers/Students' Presentations		
Course Description: (Classes take place on designated 15 Thursdays from 300PM to 630PM.)			
<p>In 1947, Harvard Business School (instructor's alma mater) became the first American business school to offer a course in Entrepreneurship. 20 years ago, only a handful of business schools in the U.S. offered such a course. Today, almost all do. Many universities now even offer such Minors or Majors. However, in present day Japan, formal education in Entrepreneurship, is still at the earlier stage than America was 20 years ago. This situation will quickly change. The trend is already visible. Entrepreneurship and venture business are becoming hot business, social and academic topics in Japan. Relatively few Japanese have experienced the entire process from startup to going public. Nor has there been much academic interest in the phenomenon of entrepreneurship in Japan. The entrepreneurship world is hyper-dynamic. Some venture business models that succeeded just five years ago are already obsolete. This course intends to match certain essential elements, which can be regarded as almost universal inductively extracted key factors for success, with sensational success stories from the 'real world.'</p> <p>The course will expose students to an array of theories, conceptual frameworks and highly practical real-world skills. Students also will experience the 'real world' of entrepreneurship through eyes and the true stories of highly successful guest speakers, who are incumbent CEOs of fast-growing, venture businesses, successful venture capitalists, and professionals with similar credentials, and will visit us from Tokyo. The instructor, himself, is a successful entrepreneur, and founder and former CEO of a leading venture capital, and presently is Chairman of Investment Committee of another emerging venture capital. Groups of four to six students will participate in a Business Plan (BP) competition to be waged toward the end of the semester, using Powerpoint. The BP presentation will be judged by 'real world' entrepreneurs/venture capitalists and the instructor. In the event that there emerges an exceptionally attractive BP, you may have an opportunity to bring your dream into the real world of business through the instructor's own network. (Three lectures will be conducted by Dr. Yumi Inada in this course.)</p>			
Course Objectives:			
<p>(1) Understand each step in the 'process' of Entrepreneurship, and acquire relevant knowledge in the areas of government regulation, tax, accounting, equity finance, legal environment, and business practices unique to Japan; (2) Understand how the processes, theories, concepts of entrepreneurship in other countries (particularly the U.S.) are being applied, or why they are not being applied, in Japan; (3) Learn how to make business dreams a reality, and maximize the chances of success. (4) Give each student an opportunity to explore the possibility of becoming an entrepreneur as his/her potential future career.</p>			

Course Materials:	<p>a) Textbook: 'The Portable MBA in Entrepreneurship' 3rd Edition, edited by W.D. Bygrave and A.Zacharakis (Wiley) (To be read before and after the class)</p> <p>b) Selected case studies and notes on entrepreneurship/venture businesses Entrepreneurship from Harvard Business School and others</p> <p>c) Recommended side readings: "Saying yes to Japan" by Tim Clark & Carl Kay, Published by Vertical, Inc. New York. (Japanese translation "Moukaru Kuni Nippon" by Nihon Keizai shinbunsha also available). For students who can read Japanese: i) 'Subete wa ippai no coffee kara' (Everything has started with a cup of coffee)' by Kouta Matsuda, Shicho-Bunko ii) 'Kokorozashi wa kigyo wo yobu' (Ambitions call for entrepreneurship) —endless challenges by a serial entrepreneur by Hironobu Tamaki, First Press (both books available in Japanese only)</p>
<p>Grading Method:</p> <p>20%: Midterm Examination</p> <p>60%: Team presentation (business plans to be prepared by groups throughout the course period and to be presented and judged/graded in the final two sessions)</p> <p>20%: Class participation (intelligent contributions during class)</p>	
<p>Tentative Schedule:</p> <p><u>IMPORTANT NOTICE:</u></p> <p>This course is quite different from other AIU courses to the extent that the textbook and "notes" are, in general, used as prerequisite to each student to be well-prepared to come to the class every time. That means students are expected to have read the notes and specified chapter(s) of the textbook BEFORE coming to the class and have already familiarized themselves with the concepts written there. Textbooks and notes are, in general, NOT taught at the class. Also, the course will heavily rely on the case method developed by Harvard Business School. In order to maximize the learning effect of the case study experience, WHENEVER A CASE IS USED STUDENTS ARE EXPECTED TO BE WELL-PREPARED FOR EACH CASE FOR MORE THAN TWO HOURS EACH, on the case assigned for the specific class, will highly be encouraged. The class activities are more focused on the action plan and decision making process on each case based on the knowledge acquired by assigned readings and each students' own personal judgments already acquired in his/her past academic and other real-life activities with some Q&A's with the instructor, while substantial portion of the course will also be dedicated to the guest speakers' lectures to expose the students to the real-world experience. Also, 60% of the grade will be given based on the achievement and performance of the group business plan presentation (using powerpoint and excel) at the final 1 class. All the students in this course will be required to rigorously prepare such business plans in groups made up with 4 to 6 students each throughout the most of the part of the course MOSTLY OUTSIDE (and partly within) THE</p>	

REGULAR CLASS HOURS and each student actively participate at the presentation contest. (Business plan examples and how to write it in general will be taught at the early part of the course.)

Heavy Usage of Emails and PC Environment:

Most of the communications between the students and instructor will take place through emails and most of the class works including the preparing presentation materials will be made by PC's. Each student in this class will be required to be highly versatile and literate such a PC environment including the usage of powerpoint and excel softwares and exchange such products among the students often electrically.

OPTIONAL ASSIGNMENT:

By the week 3 or beforehand, prepare and submit your own "business idea" in 1/2 page in order to be used for the business plan contest as one of the participating themes. The successfully accepted ideas will be used as one of the themes and the students who submitted such themes will be in general asked to be "President & CEO" of each "company" for the presentation, who will later recruit other officers and employees from the class by advertising each company's outline, mission statement, and goals etc. to the rest of the class. The process of advertising and recruiting the officers/employees will be informed later.

(Week 3,4,5 classes will be conducted by Dr.. Inada, while the rest of the classes other than the mid-terms exam will be conducted by Prof. Suga)

Week 1 (Sep.13) (Suga)

Introduction to Entrepreneurship/venture business(1)

- Lecture/introduction by instructor
- Textbook (Pre-requisite): "1.The Entrepreneurial Process" by William D. Bygrave (PP.1-27,The Portable MBA in Entrepreneurship 3rd Edition)
- Note (Pre-requisite): "Pre-Start Analysis" (HBS 9-386-075)

Week-2(Sep.20) (Suga)

Introduction to Entrepreneurship/venture business(2)

- Note(Pre-requisite): "A Perspective on Entrepreneurship" (HBS 9-384-131)
- **Case: "Takahiko Naraki, The Three Million Yen Entrepreneur" (IVEY 904M54)**

Questions:

- 1) Why is Takahiko Naraki struggling to realize his dream?
- 2) If you were he, would you have done the same thing or differently?

How?

- 3) Does his business make sense? Why?

4) What should Takahiko Naraki do?

Week-3 (Sep.27) (Inada)

Preparing a Business Plan(1)

-Lecture by Instructor concerning the strategy formulation, organization, human resource management, and sales & marketing

-Textbook (Pre-requisite): "4.Writing a Business Plan " by Andrew Zacharakis
(PP.107-139,The Portable MBA in Entrepreneurship 3rd Edition)

-Note (Pre-requisite): "The Start-up Process" (HBS 9-384-179)

Week- 4 (Oct.4) (Inada)

Preparing a Business Plan(2)

-Lecture by Instructor concerning the pro forma financial statements

-Textbook (Pre-requisite): "5.Building Your Pro Forma Financial Statements " by Andrew Zacharakis (PP.141-165,The Portable MBA in Entrepreneurship 3rd Edition)

(This day is the deadline for the submission of business plan ideas. Nomination of the Presidents/CEO's and the incorporation process of each "company" will be announced by email.)

After this class, each student will be required to join in one of the "companies" to be formed within the class under the leadership of the each company's "president", assume his/her role as either one of the "officers" or "employees" responsible for each business function such as EVP, CFO, Chief Marketing Officer, or just an employee to do any support work. (Each company must have one president and one EVP at least.) All individual students will be held responsible for completing his/her part of powerpoint presentation of each "company" at the end of the course. Members of each "company" from here on must meet regularly outside the class hours to complete the business plan to be presented at the business plan contest in the final 2 classes. In the event, any "president" is not doing the job well or deemed to be disqualified to do the job, with the majority vote of each company members, such a president can be replaced by somebody else within the company more qualified to assume the post. Upon the presentation at the end of the course, each member MUST make presentations concerning their respective responsible portion of the business plan, while "president" is only allowed to make the executive summary or conclusion part of the presentation.

Week- 5 (Oct.11) (Inada)

Starting up a company in Japan

-Lecture by Instructor on the Japanese business culture toward the start-ups,

“musts” and “must-nots” for start-up entrepreneurs, Japanese corporate and tax laws, role of the board of directors and statutory auditors, and necessary financial statements to be produced.

Week-6 (Oct.18) (Suga)

Opportunity vs. company resources

– Textbook (Pre-requisite): “2. Opportunity Recognition ” by Jeffrey A. Timmons
(PP.29–70, The Portable MBA in Entrepreneurship 3rd Edition)

–Case: Trolltech A.S.–(Norway)–The Cenapio Project(HBS Case)

Questions:

- 1) Was that right that Trolltech undertook the Cenapio project? Why?
- 2) Do you want to join and work for a venture company like Trolltech?
- 3) Evaluate the growth strategy Trolltech has taken versus its available corporate resources and their market opportunity. Was this their only alternative?
- 4) What should Chambe-Eng do?

– ***Special Guest Speaker(1)*** :

Week-7 (Oct.25) (Suga)

Franchising

– Textbook (Pre-requisite): “11. Franchising ”
by Stephen Spinelli (PP.351–376, The Portable MBA in Entrepreneurship 3rd Edition)

–Case: “Noodles & Company” (HBS Case 9–803–174)

Questions:

- 1) Analyze and discuss the situation including the competitive analysis of the Company
- 2) What should Aaron Kennedy decide and do as Co-CEO of the Company?

Special Guest Speaker (2)

Week-8(Nov.1) (Suga)

Mid-term examination

(One Case will be assigned to the students to analyze and answer the questions given)

- Students will be allowed to bring in any reference material, dictionary etc. including the text book during the exam but probably will not have any time to look at them anyway.
- The exam room will be equipped with PC’s so that the students will write answers using Microsoft “word” software in each assigned PC and the final papers should be printed out and handed to the supervisor. No handwritten papers will be accepted.
Please keep one copy for yourself to be used in the next class together with the case.

Week-9 (Nov. 8) (Suga)

Review and class discussion of the case used at the Mid-term exam.

-Note: "How Entrepreneurs Craft Strategies that Work" (Harvard Business Review by Amar Bhide , Reprint March/April 1994 #94202)

-Special Guest Speaker : Ms. Kiyomi Saito (President & C.E.O., J-Bond Securities Inc.)

Week-10 (Nov.15) (Suga)

Lecture by instructor on the venture capital industry in Japan and valuing venture companies

- Textbook (Pre-requisite): "6. Venture Capital "

by William E.Wetzel Jr. (PP167-193,The Portable MBA in Entrepreneurship 3rd Edition)

- Textbook (Pre-requisite): "14. Harvesting Your Venture: A Time for Capturing Value "

by William Petty (PP.427-453 ,The Portable MBA in Entrepreneurship 3rd Edition)

-Note: "How Venture Capitalists Evaluate Potential Venture Opportunities" (HBS 0-805-019)

-Case: "JAFCO America Ventures, Inc. (HBS Case -9-899-099)

Questions:

1) Suppose you have personal funds to invest in Venture Capital Funds. Do you want to put your money in JAFCO America Fund, or in some other prestigious U.S. venture capital? Why?

2) Outline the activities of venture capital firms. How do they get access to good Investment deals? How do the VC managers get assess these opportunities? How are the investments are carried out, monitored and divested?

3) Do you think the professionals of JAFCO America has been compensated adequately or not? Why?

4) Do you want to become a venture capitalist yourself? Why? What will it take to be a good venture capitalist?

-Special Guest Speaker(4) : T.B.N.

Week-11 (Nov.22) (Suga)

-Case: "Lotus Development Corporation." (HBS Case 9-285-094)

Questions:

- 1) Analyze Lotus' s business opportunity vs. its corporate resources and discuss why this company is so exciting to Sevin-Rosen Partners in 1982. Evaluate how big is the opportunity here.
- 2) Carefully discuss Mitch Kapor' s personal profile ,compare it with any Japanese entrepreneurs such as Takahiko Naraki of the Week-2 class and see the fundamental difference between the U.S. and Japan in terms of what it takes to build a truly a successful venture that “can change the world”.
- 3) How much do you think the Lotus is worth in 1982 and how much money should Kapor accept as the first time equity investment from a venture capital?

– *Special Guest Speaker(5)* :

Week-12(Nov.29) (Suga)

- Textbook (Pre-requisite): “12. Entrepreneurs and the Internet ”
by Julian E.Lange (PP377-404 ,The Portable MBA in Entrepreneurship 3rd Edition)
- Textbook (Pre-requisite): “13. Managing a Growing Business ”
by Donna Kelly and Ed Marram (PP405-425,The Portable MBA in Entrepreneurship 3rd Edition)

—**Case: “Amazon.com” (HBS Case 9-803-098)**

Questions:

- 1) Discuss the key success factors of the spectacular growth of Amazon including the utilizing the IPO opportunity.
- 2) Evaluate the diversification strategy of Amazon and see how it helped the company to evolve into a major internet business player.
- 3) Should Bezos go after apparel business or go international more? Why?

– *Special Guest Speaker(6)* :

Week-13/14 (Dec.6, 13,) (Suga)

Independent group works to prepare the business plan for the contest.

Students are required at least during the class hours and other available hours to discuss and prepare PPT' s by each “company” at the designated class room, which will be kept open for the works during the class hours, or at other appropriate venues within the AIU campus.

On Dec.6, all students are required to come to the class during the designated timeslots for each “company” for rehearsals to be held in the class in the presence of the instructor.

Certain comments/suggestions will be given for finalization of each business plan to be presented in the contest on Dec.20. **If any “company’ s rehearsal doesn’ t measure up to**

the standard the instructor requires, such a company may be required to do an additional rehearsal on Dec.13 again in front of the instructor.

Week-15 (Dec. 20) (Suga)

Business Plan Contest: 30 minutes Presentation with 20 pages PPT slides by “companies” followed by 10 minutes Q&A’s from the judges. Each presentation will be evaluated by 5 scales, i.e., 1 through 5, with 5 being the highest score. In the unlikely event that any of the “companies” fails to achieve average score of 2.0 out of 5.0 from the judges, such a company may be considered to be “unsatisfactory” and ALL the members comprising such a company may receive failure grades in this course. Judges consist of instructor, another faculty member from CELS, and one guest judge.

Notes:

- (1) Study pace and timing of study themes are subject to change.
- (2) All required readings/lectures/cases/and guest speaker presentations will be in English. However, non-Japanese-speaking students with Japanese language skills will find they have an advantage when it comes to accessing data, articles, web sites, and other optional study materials, much of which is not available in English, yet extremely important once you actually start a business in Japan.

**BUS420 MANAGEMENT OF HUMAN RESOURCES AND LABOR
RELATIONS (4 credit hours)**

Instructor: Ken ISOGAI

Email: kiso@aiu.ac.jp

Semester: Fall

Meeting times: TBA

DESCRIPTION: This course is designed to provide students with broad knowledge about Human Resource Management (HRM) and to give them keys to cope with HRM-related problems in the ‘real world.’ We begin by focusing on various theories closely linked to organization and HRM from both macro and micro perspectives. Next, we turn our attention to a wide range of current HRM and Labor Relations topics and issues. Class activities will be a combination of lectures and case study discussions. Throughout the semester, students will be exposed to both theory and practice with focus on problem-solving and decision-making, to prepare students for the ‘real world.’ Cases deal with Japan, the US, and other countries. Students are expected to make project presentations at the end of the course.

OBJECTIVES: Course objectives are: (1) To acquaint students with various theories and practices of HRM, provide them with tools for interpreting and analyzing complicated business settings, (2) To give students the ‘experience’ of dealing with difficult and ambiguous situations in business through case studies, and help them develop the capacity to think critically and logically by creating, presenting, and evaluating solutions to HRM-related problems, and (3) To enhance students abilities to formulate and implement strategies by integrating their learning in other disciplines of business with that of HRM.

STUDY MATERIALS:

<Textbooks>

George W. Bohlander, Scott A. Snell, Managing Human Resources, 14e. South Western, 2007. (Required)

<Reference books, sources of readings and other information>

Losey, Mike, Dave Ulrich, and Sue Meisinger, eds. The Future of Human Resource Management: 64 Thought Leaders Explore the Critical HR Issues of Today and Tomorrow. Wiley, 2005. (Recommended) One copy is on reserve in the library for library use only.

<Comprehensive Case Studies>

Selected Cases from Keio Business School, Harvard Business School, and others.
(Required)

<Short Case Studies>

Short cases will be assigned and discussed in class.

ASSESSMENT: Student achievement will be measured as follows:

- (1) Attendance/Class Participation (15%)
- (2) Two Case Study Reports (30%)
- (3) Project Presentation (25%)
- (4) Final Exam (30%) (100-minute, short and long essay questions)

ACADEMIC PREPARATION: Before enrolling in this course, students already should have completed statistics, microeconomics, financial accounting, and principles of management.

POLICIES: All assignments must be completed and submitted on the due date. Acts of plagiarism or other forms of academic dishonesty will be dealt with in accordance with University's rules and regulations.

COURSE FORMAT AND ACTIVITIES: The class will mainly adopt the style of lecture with discussions, and case method to reinforce understanding and application of theories and knowledge. Before the lecture, students are expected to read the relevant chapter of the textbook or cases to enhance their class participation. Project presentations will be either by groups or individuals, depending on class size. Lectures by guest speakers and field trips may be organized to provide students with opportunities to watch and experience the practice of business in Japan.

SCHEDULE

<Week 1>

Themes: (1) *Introduction to Organization and HRM*, (2) *Organizational Structure and Organizational Design*

Homework: Collect organizational charts. Explain and provide the possible reasoning for any differences in class.

<Week 2>

Themes: (1) *Leadership*, (2) *Motivation and Commitment*

Reading assignment: (1) Bohlander/Snell. Managing Human Resources, Chapter 4, pg 155-166, (2) Losey/Ulrich/Meisinger. The Future of Human Resource Management: 64 Thought Leaders Explore the Critical HR Issues of Today and Tomorrow, Chapter 16.

<Week 3>

Comprehensive Case Study: Snook, Scott and Jeffrey T. Polzer. “The Army Crew Team.” Harvard Business School, 9-403-131.

<Week 4>

Themes: (1) *Role of Human Resources Management and its transitions*, (2) *Strategy and Human Resources Planning*

Reading assignment: (1) Bohlander/Snell. Managing Human Resources, Chapters 1-2, (2) Losey/Ulrich/Meisinger. The Future of Human Resource Management: 64 Thought Leaders Explore the Critical HR Issues of Today and Tomorrow, Chapters 4-5.

<Week 5>

Themes: (1) *Recruitment*, (2) *Employee Selection*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapter 5, pg. 180-196, pg. 219-225, Chapter 6

Comprehensive Case Study: Kobayashi, Kiichiro. “SECOM Company, Limited (B).” Keio Business School. Students required to submit their analysis.

<Week 6>

Comprehensive Case Study: Takao, Shojiro. Case study: “Sony Corporation: Recruiting and Human Resource Development Strategy.” Keio Business School.

Guest Speaker Presentation: Nobufumi Takeuchi, former consultant, Accenture Consulting (Tokyo). Title of lecture: “Change Management.”

<Week 7>

Themes: (1) *Employee Training*, (2) *Career Development*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapter 7 and Chapter 5, pg. 197-214, pg 232-240.

<Week 8>

Theme: *Evaluation System*

Reading assignment: (1) Bohlander/Snell. Managing Human Resources, Chapter 8
(2) Losey/Ulrich/Meisinger. The Future of Human Resource Management: 64 Thought Leaders Explore the Critical HR Issues of Today and Tomorrow, Chapter 2.

Short Case Studies: Bohlander/Snell, Managing Human Resources, “Siebel: Forcing the Issue,” pg. 389-390, and “Bank of Montreal’s Balanced Scorecard,” pg. 390-391.

<Week 9>

Theme: *Compensation System*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapter 9

Field Trip: Japanese firm in Akita to investigate HRM firsthand.

<Week 10>

Theme: *Incentive Rewards*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapter 10

Short Case Studies: Bohlander/Snell. Managing Human Resources, (1) “Pay Decisions at Performance Sports,” pg. 430, and (2) “Mission Possible: A Competency-Based Compensation Program for Preferred and AFD Federal Credit Unions,” pg. 431.

<Week 11>

Theme: *Pay for Performance*

Read for class discussion: Bohlander/Snell, Managing Human Resources, “HRM Experience – Awarding Salary Increase,” pg. 463.

Short Case Study: Bohlander/Snell. Managing Human Resources, “Team-Based Incentive Rewards: It’s Not All Roses,” pg. 465-466.

Comprehensive Case Study: Kerr, Steve. Harvard Business Review Case Study, “The Best-Laid Incentive Plans.” To be submitted. Group discussion in class.

<Week 12>

Theme: *Welfare Plan*

Readings: Bohlander/Snell. Managing Human Resources, Chapters 11-12.

<Week 13>

Theme: *Industrial and Labor Relations*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapter 3, Chapter 13, pg. 550-556, Chapter 14

<Week 14>

Themes: (1) *International Human Resources Management*, (2) *High Performance Work System*

Reading assignment: Bohlander/Snell. Managing Human Resources, Chapters 15-16.

<Week 15>

Project Presentations: Each group or individual will make a presentation based on the information acquired through the field trip.

BUS430 Legal Environmental of International Business

/国際ビジネスにおける法環境(4 credit hours)

<概要>

組織における組織と人間の行動は、様々な形で憲法、州や連邦の立法機関、中央・地方政府による規制、司法の判断、倫理的考えなどに影響される。本講義では、反トラストや公平貿易に係る法律、契約法、職場や職場待遇などに係る法律や規制、環境保護、倫理基準などの法環境を対象とする。有価証券のフランチャイズやトレーディングに係る事項にも、法的・倫理的見地から取り組む。

(注意：講義は英語にて行います。)

BUS440: Service Industries								
Credits:	4							
Style of Class:	Lecture							
Course Description:								
<p>In the late 20th century, the business world has shifted its focus from manufacturing to service orientation. At present, more than 60% of total workforce in developed countries works in services industry. In comparison to the our parents' days, the progresses in technology has made our lives more convenient and easier. In Japan, life style has changed dramatically since the 1970s.</p> <p>I would say that the year 1970 marked the divide in our life styles. We thought that hotels were built only for the purpose of accommodating overseas guests and serve some major domestic companies. Since the 1970s, the hotel industry changed its image and hotels have served the general public. The hotel industry in Japan has grown rapidly ever since. This is the reason why I chose the hotel industry as the first theme of my "Services Industry" Course.</p>								
Course Objectives:								
<p>Hotels are products of the 'West", and was introduced to Japan about 150 years ago in Meiji era. Japanese had "Ryokan", or Japanese inns for many centuries to accommodate travelers. The Ryokans provided excellent service, because they have two unique features: a female matron, or Okami-san as General Manager, and female room-maids called Nakai-san as butlers.</p> <p>Through this course, I expect our students to learn the modern business practices in hotel management and the genuine Japanese tradition of hospitality. I believe that whatever directions you may take after graduation, it will be a key to success to have a sense of hospitality in your heart.</p>								
Course Materials:	Doi' s "The Introduction of the Hospitality Industry in Japan" Reference Materials: Newspapers, periodicals and the internet for more up-to-date information							
Grading Methods:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Class attendance and participation</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Mid-term essay</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">30%</td> </tr> </table>		Class attendance and participation	40%	Mid-term essay	30%	Final Examination	30%
Class attendance and participation	40%							
Mid-term essay	30%							
Final Examination	30%							
Schedule:								
	1 st Week	1 The status quo of the Japanese hotel industry						

		2 The history of hotels in Japan
	2 nd Week	3 Special features of Japanese hotels 4 The fundamental roles of hotel operations
	3 rd Week	5 Some fundamentals of Lodging Industry management 6 Food and Beverage Management
	4 th Week	7 The Environment of Japanese Food industry 8 Booming HMR, or Home meals replacements
	5 th Week	9 The Restaurant Industry in hotels and beyond 10 Banquet business in hotels
	6 th Week	11 The trend of marriages in Japan 12 Wedding receptions in hotels and beyond
	7 th Week	13 Human resources management 14 Hotel accountings system
	8 th Week	15 Profitability in hotel management 16 Management Structure of the hotels in Japan
	9 th Week	17 A glimpse of International hotel chains 18 Prosperous foreign-operated hotels in Japan
	10 th Week	19 The difference between Japanese and foreign management 20 The Japanese “Ryokans”
	11 th Week	21 The Struggle between Ryokans and hotels in Japan 22 Why Japanese love Onsen, or hot-springs ?
	12 th Week	23 The growing need for ‘healing’ among Japanese 24 The spa industry
	13 th Week	25 Café boom in Japan 26 Market segmentation of hotels
	14 th Week	27 Branding and their M&A 28 World wide hotel ranking
	15 th Week	29 Service and Tipping 30 The Overview of the Japanese Hotel Industry in the 21 st century

Note:

Footnotes:

- 1) The total number of enrollment is limited to 25
- 2) Some changes in the order of lectures are possible

BUS 460: GLOBAL LOGISTICS (4 credit hours)

Semesters: Fall

DESCRIPTION: Logistics is a process of moving a commodity or service from an initial customer order to final consumption. It expands on the various links in the logistics chain—from order processing, to purchasing and procurement, to production scheduling, to packaging and warehousing and transportation all the way through to the consumer. The elements of global logistics are customer service, procurement and supply management, inventory decision making, warehousing decisions, inventory management, logistics information, and related topics. We will study each of these topics in turn. Our analysis of case studies of the practice of Global Logistics by Japanese companies will bring our studies of this important subject to life.

OBJECTIVES:

1. Understand the various components that comprise the process of Global Logistics;
2. Be familiar how Japanese companies are using Global Logistics to reduce cost and bring higher value to customers.

STUDY MATERIALS:

<Textbook>

Coyle, John J., Edward J. Bardi, and C. John Langley Jr. The Management of Business Logistics, 7th edition. Thomson Learning, 2003. (ISBN: 0324007515).

<Reference books and Materials>

1. Miwa, Yoshiro, Kiyohiko G. Nishimura, and J. Mark Ramseyer. Distribution in Japan. Oxford: Oxford University Press, 2002.
2. Czinkota, Michael R. and Masaaki Kotabe. Japanese Distribution Strategy, Thomson Learning, 2000.

ASSESSMENT:

Class participation: 25%

Mid-term examination: 25%

Written paper (A4, 2-3 pages) and oral presentation (20 minutes): 20%

Final examination: 30%

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, financial accounting, and principles of management, or their equivalents.

POLICIES: Students are expected to read assigned materials, prepare for, and actively participate in, class discussion. Please come to class on time.

COURSE FORMAT AND ACTIVITIES: Students will study and discuss current logistics models in Japan, and around the world, with course activity and materials including lectures, discussions, readings, multi-media presentations and online resources. Course related material will be posted in the course data files on the AIMS server. This material can be accessed through the AIMS homepage at <http://aims.aiu.ac.jp/aims/>

SCHEDULES:

1st Week	Introduction
2nd Week	Dimensions of Logistics
3rd Week	Demand Management and Customer Service
4th Week	Procurement and Supply Management
5th Week	Global Logistics
6th Week	Managing Inventory Flows in the Supply Chain
7th Week	Inventory Decision Making/Mid-term examination
8th Week	Warehousing Decisions
9th Week	The Transportation System
10th Week	Transportation management / Field Trip
11th Week	Logistics Relationships and Third-Party Logistics
12th Week	Logistics and Supply Chain Information Systems
13th Week	Network Design and Facility Location
14th Week	Oral presentation
15th Week	Summary and Review/Final Examination

BUS490 CASE STUDIES IV (LATIN AMERICA)

Instructor: Kouichi MORIZONO
Email: morizono@aiu.ac.jp
Office: A-10
Credits: 4
Semester:

DESCRIPTION:

Latin America is a region of resource-rich, rapidly developing economies. Some Latin American countries have experienced, and still are undergoing, drastic political and economic transformation. This course will help students understand the great business potential, including the commensurate risks, which significant changes in the political and economic environments and management practices are bringing to Latin America. These lessons will come to life through our intensive analysis of actual business cases. Cases will focus on finance, investment, risk management, and Latin America cultural issues.

OBJECTIVES:

Students will become familiar with business practices and the political, economic, and cultural environment of specific countries within the region, and learn how to apply planning, analytical, managerial skills learned in their previous business studies in the context of finance, investment, and risk management in international business in Latin America.

STUDY MATERIALS:

<Textbook> None

<Reference books, readings and other information>

- (1) Becker, Thomes H. Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities. Paeger Publishers, 2004. Available at AIU Library.
- (2) UN/ECLAC. Preliminary Overview of the Economies of Latin America and the Caribbean 2006. UN Publications. Available at UN/ECLAC website.
- (3) Foster, Dean. Global Etiquette Guide to Mexico and Latin America. Wiley, 2002.
- (4) Crane, Robert and Carlos G, Rizowy. Latin American Business Culture. Prentice Hall, 2004.
- (5) Vijay, Prasad, and Teo Ballve. Dispatches from Latin America: On the Frontlines Against Neoliberalism. South End Press 2006.
- (6) Robles, Fernando, and Francoise Simon. Winning Strategies for the New Latin Market. Prentice Hall, 2002.
- (7) Guillermo, Andrea and John A, Queich. Cases in Strategic Marketing Management: Business Strategies in Latin America. Prentice Hall, 2000.
- (8) Harvard Business School. Risk Intelligence: Learning to Manage What Don't Know.

- (9) Jeynes, Jacqueline. Risk Management: 10 Principles, Butterworth-Heinemann, 2002.
- (10) Zask, Ezira. Global Investment Risk Management, McGraw-Hill, 1999.
- (11) Lock, Dennis. Project Management 8th Edition. Gower, 2003.
- (12) Well-Stam, Dvan et al. Project Risk Management. Kogan Page, 2002.
- (13) Melicher, Ronald W. and Edger A. Norton. Finance 11th Edition. Wiley, 2003.
- (14) Fight, Andrew. Introduction to Project Finance. Butterworth-Heinemann, 2005.
- (15) Esty, Benjamin C. Modern Project Finance: A Casebook. Wiley, 2003.
- (16) Bartlett, Christopher A. et al. Transnational Management, 4e. John E. Biernat, 2003.
- (17) Tiffin, Scott. Entrepreneurship in Latin America: Perspectives on Education and Innovation. Praeger, 2004.
- (18) websites of IDBI, IFC, MIGA, Lloyds International (for interest rate calculations).

ASSESSMENT:

Class presentations, collectively (40%)

Class participation (20%)

Final project (40%).

Evaluation criteria will be announced prior to assignments. No mid-term, no final exam.

ACADEMIC PREPARATION:

Before taking this course, students are recommended to have completed Macroeconomics, Microeconomics, Financial Management, Management Principles and Practices, Principles of Marketing, and Corporate Strategy, or their equivalents.

POLICIES:

All assignments should be completed and presented in class, when so scheduled and assigned, in the pre-determined format. Students should take care to avoid acts of plagiarism and other forms of academic dishonesty.

FORMAT AND ACTIVITIES:

Class sessions will, in general, begin with a lecture and proceed to discussions, mostly initiated by student presentations, or alternatively be conducted a combination of lecture on the first day of the week, followed by student presentations and discussion on the next day. For each theme, students are expected to have completed the assigned readings before attending the class. Student presentations and project work will be undertaken individually or by teams, as assigned. The nature of individual and team projects will be announced on the first day of the course. There may be one or two sessions for students to engage in direct dialogue with business people related to the Latin world, if appropriate resource person(s) are available.

SCHEDULE:

<Week 1>

Themes: Overview of Latin American economic and business environments

Readings and references:

- (1) UN/ECLAC, Preliminary Overview of the Economies of Latin America and the Caribbean 2005.: Chap1 (A full report is available at the ECLAC website)
- (2) Becker, Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities: Chap 1
- (3) http://www.eclac.cl/publicaciones/default.asp?idioma=IN*

<Week 2>

Themes: Sub-regional/Country uniqueness of the economic, social, political, cultural and business environments: (1) Mexico, Central America; and (2) the Caribbean

Presentation assignment: What are the unique features that may affect business culture and environment of the sub-region/country?

Readings and references:

- (1) UN/ECLAC, Preliminary Overview of the Economies of Latin America and the Caribbean 2005: Chaps 2 and 3 (only the part about Mexico and Central America)
- (2) Becker, Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities: Part I (only parts about Central American and Caribbean countries)
- (3) Crane and Rizowy, Latin American Business Culture.: Chaps 2, 5 and 6 (only parts about Central American and Caribbean countries)

<Week 3>

Themes: Sub-regional/Country special features of the economic, social, political, cultural and business environments: (3) South America

Presentation assignment: What are the unique features that may affect business culture and environment of the sub-region/country?

Readings and references:

- (1) UN/ECLAC, Preliminary Overview of the Economies of Latin America and the Caribbean 2005: Chaps 2 and 3 (the remaining part)
- (2) Becker, Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities: Part I (Only parts of South American countries)
- (3) Crane and Rizowy, Latin American Business Culture.: Chaps 2, 5 and 6 (Only parts of South American countries)

<Week 4>

Themes: Risks and Risk Management: Principles and Practices

Presentation assignment: TBD

Readings and references:

- (1) Fight: Introduction to Project Finance.: Chap 2
- (2) Harvard Business. Risk Intelligence: Learning to Manage What Don't Know: Chap 1
- (3) Esty. Modern Project Finance: A Casebook: Chaps 8, 9, and 10

<Week 5>

Themes: Business Ethics

Presentation assignment: TBD

- (1) Foster: Global Etiquette Guide to Mexico and Latin America
- (2) Bartlett et al: Transnational Management 4th Edition: Chaps 2 and 4
- (3) Becker, Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities: Part II

<Week 6>

Themes: Institutional Building and Human Resource Management

Presentation assignment: TBD

Readings and references:

- (1) Crane and Rizowy, Latin American Business Culture.
- (2) Andrea and Queich. Cases in Strategic Marketing Management: Business Strategies in Latin America
- (3) Robles and Simon. Winning Strategies for the New Latin Market:

<Week 7>

Themes: Marketing

Presentation assignment: TBD

Reading and references:

- (1) Robles and Simon: Winning Strategies for the New Latin Market.
- (2) Andrea and Queich. Cases in Strategic Marketing Management: Business Strategies in Latin America.
- (3) Robles and Simon. Winning Strategies for the New Latin Market: Chaps 3 and 4

<Weeks 8 and 9>

Themes: Finance and Investment

Presentation assignment: TBD

Reading and references:

- (1) Melicher and Norton. Finance 11th Edition: Part 3
- (2) Zask. Global Investment Risk Management: Chaps 7 and 8

<Week 10>

Themes: Project Finance

Presentation assignment: TBD

Reading and references:

- (1) Fight: Introduction to Project Finance: Chaps 1-4
- (2) Esty: Modern Project Finance: A Casebook: Chaps 1-3

<Week 11>

Themes: Project Management

Presentation assignment: TBD

Reading and references:

- (1) ADB: Project Cycle (available at the Website)
- (2) D van Well-Stam and others. Project Risk Management: Chaps 2, 3, 4, 5 and 6

<Week 12>

Themes: Business Strategies

Presentation assignment: TBD

Reading and references:

- (1) Fernando Robles and Francoise Simon. Winning Strategies for the New Latin Market.
- (2) Guillermo Andrea and John A, Queich. Cases in Strategic Marketing Management: Business Strategies in Latin America.
- (3) Bartlett et al. Transnational Management 4th Edition Chaps 1, 3 and 6

<Week 13>

Themes: Entrepreneurship

Presentation assignment: TBD

Reading and references:

- (4) Becker, Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities: Part III.
- (5) Tiffin: Entrepreneurship in Latin America: Perspectives on Education and Innovation.
- (6) Bartlett et al. Transnational Management 4th Edition: Chap 7

<Week 14>

Final Project presentation and Discussion #1

Nature of Projects and format of presentation (announced on first day of course)

<Week 15>

Final Project presentation and Discussion #2

Nature of Projects and format of presentation (announced on first day of course)

CHN110: CHINESE I: AN INTRODUCTION TO STANDARD CHINESE

(2 credit hours)

Instructor: Naoya Yamazaki

DESCRIPTION: This course is for beginners in Chinese language. In this course students can acquire a synthetic educational foundation in Chinese, including pronunciation, tones, grammar, basic vocabulary and other components within the semester of study. However, no priority will be given to any one of the four language skills—listening, speaking, reading and writing so that students can have a well-balanced learning experience even from the beginning. Students can master not only basic vocabulary, basic grammar and expressions but also will learn simple daily conversation in Chinese. To keep track of progress and assure advancement in Chinese language study, a test will be given about once per month.

The remaining part of the syllabus is in preparation.

CHN200: Chinese II -Basic Chinese-			
Instructor(s):	Feng Chen/Naoya Yamazaki	Office:	C16/C13
Phone:	018-886-5881/5882	E-mail	chen@aiu.ac.jp yama708@aiu.ac.jp
Credits:	2		
Style of Class:	Lecture		
Course Description:			
<p>This course is designed for students who have completed 「Chinese I 」 or who have the same level of proficiency in Chinese language. The aim of the course is to build more firm, integrated foundation for further study of Chinese, consisting of the knowledge of appropriate grammatical rules, vocabulary and other expressions . To achieve integration, no priority will be given to any one of the four language skills—listening, speaking, reading and writing. All will be taught with equal emphasis, so that students can have a well—balanced learning experience. As they complete this course, students can expect to master not only about 600 basic words, basic grammar and expressions, but also to gain some skills in daily conversation. To keep track of progress and to assure progress in Chinese language study, tests will be given about once per month.</p>			
Course Objectives:			
<p>By the end of the course students are expected to:</p> <ul style="list-style-type: none"> • master basic grammar and improve their pronunciation and tones. • know about 600words and longer sentences in Chinese. • keep a diary in Chinese. • have a talk with Chinese people or make a short speech in Chinese. 			
Course Materials:	『ELEMENTARY CHINESE COURSE II 』		
Grading Methods:	Attendance:	30%	
	Coursework:	20%	
	Tests:	20%	
	Final examination:	30%	

Schedule:		
	1 st Week	The grammatical functions of time words, etc.
	2 nd Week	The resultative complement, etc.
	3 rd Week	The complement of degree, etc.
	4 th Week	The counting of money, etc.
	5 th Week	The directional complement, etc.
	6 th Week	The progressive aspect, etc.
	7 th Week	Review of language points
	8 th Week	The particle emphasizing past experience, etc.
	9 th Week	The reduplication verb, etc.
	10 th Week	The sentence with verbal constructions in series (I)
	11 th Week	The prepositions 替 and 对, etc.
	12 th Week	Review of language points, etc.
	13 th Week	The 把 sentence, etc.
	14 th Week	The sentence with 是~的
	15 th Week	Final examination
Note:		
<u>Precondition:</u>		
Students should have completed 「Chinese I」 or have the same level of Chinese.		

CHN250 : ChineseIII -Chinese For Communication-			
Instructor(s):	Feng Chen/Naoya Yamazaki	Office:	C16/C13
Phone:	018-886-5881/5882	E-mail	chen@aiu.ac.jp yama708@aiu.ac.jp
Credits:	2		
Style of Class:	Lecture		
Course Description:			
<p>This course is for students who have completed Chinese II or have the same level of proficiency as students who completed Chinese II, and who wish to improve their Chinese Language communication skills. The aim of the course is to continue building student's integrated foundations in Chinese language, such as grammatical rules, vocabulary and other expressions, and to help students to improve their communication skills. In this class students can also have more chances to practice speaking Chinese by talking about different subjects. To keep track of the progress and to assure advancement in Chinese language study, tests will be given about once a month.</p>			
Course Objectives:			
<p>By the end of the course students are expected to:</p> <ul style="list-style-type: none"> • master new basic grammar rules and expressions. • Develop basic communication skills in Chinese. • know about 1000 words and long sentences in Chinese. • rise to an intermediate level in Chinese language. • talk on a few topics with Chinese people. 			
Course Materials:	『ELEMENTARY CHINESE COURSE III』		
Grading Methods:	Attendance:	30%	
	Coursework:	20%	
	Tests:	20%	
	Final examination:	30%	

Schedule:		
	1 st Week	The S-P construction as the subject of a sentence, etc.
	2 nd Week	Revision of language points
	3 rd Week	The pivotal sentence
	4 th Week	The enumeration of cardinal numbers above 100, etc.
	5 th Week	The sentence with verbal construction in series (2), etc.
	6 th Week	The modal particle 了 indicating changes in situation or state, etc.
	7 th Week	Revision of language points
	8 th Week	The potential complement, etc.
	9 th Week	The pivotal sentence without a subject, etc.
	10 th Week	更 and 最 for comparison, etc.
	11 th Week	Revision of language points
	12 th Week	The sentence showing existence, emergence or disappearance, etc.
	13 th Week	The extended uses of interrogatives, etc.
	14 th Week	The sentence passives in sense, etc.
	15 th Week	Final examination
Note:		
<u>Precondition:</u>		
Students should have completed 「Chinese II」 or have the same level.		

CHN300 CHINESE IV (2 credit hours)

Semesters: Fall

DESCRIPTION: This course targets the student who has studied Chinese in university for 1.5 years. It is designed to improve listening, speaking, reading and writing abilities. In the textbook we will be using this year, the lessons are from the viewpoint of a Japanese university graduate who has studied Chinese. He then gets a job in a Japanese-Chinese joint venture company and leaves for Beijing to begin a new life. Our hero's life, experiences and situations at work are written in a diary format with conversations in each lesson. In the class, longer conversations will be taught and we will practice them repeatedly. The reading of short articles will also be required during this year. Furthermore, we would also like to practice writing our personal experiences in a diary format too.

OBJECTIVES:

To improve listening, speaking, reading and writing ability.

STUDY MATERIALS:

Hayashi Youzou, Wang Donglan and Oonisi Tomoyuki, The Diary of Staying in Beijing, Touhou Syoten, 2001, and support materials (various Chinese newspapers and magazines).

ASSESSMENT:

Class participation: 30%

Coursework and Tests: 20%

Oral presentation (20 minutes): 15%

Final examination: 35%.

ACADEMIC PREPARATION: Before enrolling in this course, students should have successfully completed, Chinese I, Chinese II, and Chinese III, or their equivalents.

POLICIES: Students are expected to come to class on time and prepared, completing written assignments carefully and on time, and participating enthusiastically in class activities.

COURSE FORMAT AND ACTIVITIES: The class consists of reading, discussion, composition, and conversational practice. The course is conducted in Mandarin.

SCHEDULE:

1st Week	Conversation with a stranger
2nd Week	Staying in a hotel
3rd Week	Exchanging money
4th Week	Asking about the details on a menu
5th Week	First day in a new company
6th Week	Acclimatizing to a new environment
7th Week	Making an international phone call/Mid-term examination
8th Week	Visiting a friend's house
9th Week	Going to karaoke
10th Week	Buying a computer
11th Week	A friend arrives

12th Week	At the airport
13th Week	Asking the way
14th Week	Problems with some products
15th Week	Review / Final examination

CHS 250: Introduction to East Asian Studies (3 credit hours)

Fall Term: Tuesday and Wednesday

**Instructors: Mineo Nakajima, Kenneth Quinones, Norihito Mizuno,
Naoya Yamazaki**

Coordinator: Yamazaki Office: C-13

Office Telephone: 5882

Email: Yama708@aiu.ac.jp

Course Objectives:

Students will be acquainted with the historical foundations of East Asia, and will learn the basic vocabulary, dates and important persons regarding the traditional world order in pre-modern East Asia and its transformation into one of the world's economically most dynamic regions.

Course Description:

This introductory level course focuses on the historical and social development of the traditional Chinese world including Taiwan, Hong Kong and overseas Chinese communities in Southeast Asia as well as the Korean peninsula, a region sometimes referred to as the Confucian Culture Area. Basic information about the region's political systems, political cultures and socio-economic structures will be provided in lectures. Also to be discussed are key current international issues such as Japan-China relations and the Korean peninsula's problems. This is a required course for all students concentrating in East Asian Studies

Course Activities:

This is a lecture course taught by a team of professors in the East Asian Studies concentration of the Global Studies program.

Prior Academic Preparation:

None.

Course Materials:

Nakajima:

Mineo Nakajima, Chuugoku: rekisi, shakai, kokusaikankei. (China: History, Society and International Relations). Chuukou shinsho, 23rd edition, 2000. 中嶋嶺雄著『中国——歴史・社会・国際関係』（中公新書，2000年23版）。

Mineo Nakajima, Chuugoku, Taiwan, Hong Kong. (China, Taiwan and Hong Kong). PHP shinsho, 4th edition, 2002. 中嶋嶺雄著『中国・台湾・香港』(PHP 新書, 2002年4版)

Except above mentioned books, materials will be announced and handed out in class.

Lam:

Reading materials will be handed out by the instructor. In addition, several text-books have been put on reserve in the library. (Students are required to buy these books.

Quinones:

C. Kenneth Quinones, Understanding North Korea. New York: Alpha Books, 2004.

ISBN: 1-59257-169-7.

Yamazaki:

John F. Copper, Taiwan: Nation-State or Province? Colorado: Westview Press, 2003(4th edition).

Stephane Corcuff (ed.), Memories of the Future: National Identity Issues and the Search for a New Taiwan, New York: M.E. Sharpe, 2002.

Evaluation:

attendance	
discussions and debate	40%
final exam	60%

COM450 International News Coverage/国際報道論 (3 credit hours)

<概要>

国際報道は異文化コミュニケーションの重要なひとつと考えられる。外国を報道する時、自国の読者の興味、関心を抜きにすることはありえないし、ニュースの取捨選択に大きな偏見（バイアス）がかかることは避けられない。この講義では、こうした事項を念頭に置きながら、国際報道の実態とあるべき姿のギャップをどう埋めていくべきかを考える。

（注意：講義は英語にて行います。）

EAS 290: Political Economy of East Asia (3 credit hours)

Spring and Fall Terms

Course Goals

Students will become well-equipped to pursue higher-level social sciences and humanities courses related to East Asia. Students will be introduced to the political and economic structures of East Asian countries, particularly the ideas and institutions behind the rise of China, Japan and South Korea. They will also become acquainted with the methodology of independent research in political science, political economy, economics and business.

Course Description

The political and economic structures and policies of East Asian countries (including China, Taiwan, Hong Kong, Japan, and South Korea) will be explored in this introductory survey course. These nations' distinctive political, legal and economic characteristics, underlying beliefs and ideologies, will be analyzed. A key area of focus will be their industrialization and modernization after World War II, particularly in the past two decades. Comparisons will be made between the Chinese, Japanese and South Korean models of development. Some attention will be given to the region's international relations, social and cultural issues, and civil society's role.

Class Activities

Apart from lectures, relevant videos will be shown to illustrate the modernization and transformation of China, Japan and the Koreas in the past two to three decades. Discussion and debates among students will be held.

Prior Academic Preparation

None

Course Materials

The instructor will give hand-outs to the class every week. Chapters and parts of the following textbooks will be prescribed for reading/reference.

Kenneth Lieberthal, *Governing China* (New York: W W Norton, 2004)

Willy Wo-Lap Lam, *The Era of Jiang Zemin* (Singapore & New York: Prentice Hall, 1999)

Orville Schell & David Shambaugh, ed. *The China Reader* (New York: Vintage, 1998)

Gregory Chow, *China's Economic Transformation* (London: Blackwell Publishing, 2001)

Nicholas Lardy, *China's Unfinished Economic Revolution* (Washington: Brookings Institution, 1998)

Byung-Nak Song, *The Rise of the Korean Economy*, 3rd Edition (New York: Oxford, 2003)

Chalmers Johnson, *Japan: Who Governs?* (New York: WW Norton, 1995)

Richard Katz, *Japan: The System that Soured* (New York: M E Sharpe, 2003)

Bai Gao, *Japan's Economic Dilemma* (Cambridge, U.K.: Cambridge University Press, 2001)

Evaluation

Two essays of about 2,000 words each (scholarly format); plus final examination. Class participation will also be assessed.

Course Schedule [week by week]

1. Introductory concepts about political science, economics and political economy: in particular, political, social and economic institutions/systems. Brief historical survey: World War II and its aftermath; relations between East Asian states and the West, in particular, the U.S.
2. China's political structure: the role of the Chinese Communist Party, Party ideology, government legal and military institutions.
3. The reform and open-door policy began by Deng Xiaoping in the late 1970s; the rise of the Chinese economy and emergence of the "world factory."
4. The big challenge of providing education, health, social welfare, as well as housing for urban and rural citizens; the problem of corruption and government inefficiency; conditions of workers and peasants, and social disturbances.
5. Prospects and impediments to economic and political reform from the 1990s to the first decade of this century and the challenge of globalization.
6. The role of the private-sector economy, civil society and the media in China's modernization: China's relations with Japan, the Koreas and the U.S., and the viability of the "China model."
7. The economic "miracle" of Taiwan and Hong Kong: China's relationship with Taiwan and Hong Kong, and the concepts and development of national reunification and "one country, two systems."
8. Japan's rapid rise after the Meiji Reforms; the impact of World War II; Tokyo's special partnership with the U.S. Japan's political and economic structure; "quasi-one party rule" under the LDP; other political parties and forces.
9. The success formula of Japan Inc; the role of the *zaibatsu* 财阀; the bubble economy of the 1980s. Can Japan maintain its hi-tech and innovative edge in the early 21st Century?

10. Reforms under the Koizumi Government, especially privatization and the “small government” crusade; the management revolution in the early 2000s; the future of the reform of the political structure; significance of the emergence of the post-War generation.

11. Japan’s bid to become a “normal nation” and its effort to play a bigger role in world affairs; Constitutional Revision; Relations with China and the Koreans in the coming decade. Japan’s aspirations – and ways and means -- to remain the dominant economic and political power in the Asia-Pacific Region; complicated tangle of ties among Japan, China, Taiwan, Russia, India, the U.S. and ASEAN.

12. The Korean War and the Rise of the South Korean economy; the role of the *chaebol*; the long road to modernization in South Korean politics; the Asian Financial Crisis and its aftermath; Seoul’s new high-tech revolution.

13. Seoul’s “sunshine policy” toward North Korea; the nature of North Korean dictatorship; relations between the two Koreas and their impact on ties with Japan, China and the U.S.

14. The global role of East Asia; East Asia’s relationship with ASEAN countries; the concept of “ASEAN plus 3”; the possibility of an East Asian Community.

15. Comparison between different Asian models of development; Summing up and revision of the more difficult concepts.

ECN210 MICROECONOMICS (3 credit hours)

Instructor: Takashi YAMAMOTO, PhD

Office hours: M, W 14:00-15:00; T, R 11:00-Noon Office: A6

Website: <http://www.aiu.ac.jp/~yamamoto>

Email: yamamoto@aiu.ac.jp

Semesters: Spring, Fall

Meeting times: M, W 9:00-10:15

DESCRIPTION: This course and ECN220 (Macroeconomics) cover the principles of economics. Here, we study how scarce resources are allocated within a market system, using the price mechanism. We consider actions and interactions of three economic agents within the system: (i) consumers, (ii) producers, and (iii) government. Students learn simple and abstract models of decision-making of the three economic agents. Employing these models, we analyze the outcomes that occur when these agents interact and how decision-making changes when incentives and the environment around the agents change. Finally, students are briefly exposed to the economic thoughts of Adam Smith, John Stuart Mill, David Hume, Karl Marx, Thomas Malthus, and John Maynard Keynes – from classical and neo-classical approaches at one end to Keynesians and neo-Marxists at the other.

OBJECTIVES: By actively participating in this course, students will become familiar with (i) about 50 key concepts of microeconomics, (ii) basic microeconomic models and their applications to hypothetical events, and (iii) methodologies to analyze real-world economic issues in the US, Japan, and other economies.

STUDY MATERIALS:

<Textbook>

Mankiw, N. Gregory. Principles of Microeconomics, 4e. Thomson South-Western, 2007. Students may obtain the textbook at: <http://mankiw.swlearning.com>. Learning support tools are available by clicking on ‘Student Resources.’

<Study Guide>

Hakes, David R. Study Guide to accompany Principles of Microeconomics 4e. Thomson South-Western, 2007. Purchase of the Study Guide is not mandatory, but many students report that it is helpful for understanding difficult concepts and for preparing for homework assignments and exams.

<Reference books, sources of readings and other information>

- Glossary of Economic Terms: <http://economics.about.com/od/economicsglossary/>
- Roberts, Russell. The Invisible Heart: An Economic Romance. Cambridge: MIT Press, 2002. This is a romantic novel including principles of microeconomics.
- Handouts on economic issues will be delivered in class.

ASSESSMENT: Student achievement of the stated course Objectives will be measured in the following five areas: (i) 1st Examination (15%), (ii) 2nd Examination (20%), and (iii) Final Examination (30%), (iv) Homework assignments (20%), and (v) Class participation (15%).

POLICIES: All assignments and exams must be completed to receive a passing grade for this course. Students are reminded not to engage in acts of plagiarism or other forms academic dishonesty. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

COURSE FORMAT AND ACTIVITIES: This is a lecture course. However, considering the relatively small (compared to many universities) class size, each student will have many opportunities to participate in class. Lively discussion on real-world economic issues is expected. Students are encouraged to ask questions and to request explanations during class. There may be one or two lectures by guest speakers to provide students opportunities to understand how economic principles are applied.

SCHEDULE:

<Week 1>

Theme/Theories/Key Concepts: *introduction to economics*

Textbook: Chapter 1 – Ten Principles of Economics

<Week 2>

Theme/Theories/Key Concepts: *economic models, microeconomics & macroeconomics, positive vs. normative analysis*

Textbook: Chapter 2 – Thinking Like an Economist

<Week 3>

Theme/Theories/Key Concepts: *opportunity cost, absolute vs. comparative advantage, gains from trade*

Textbook: Chapter 3 – Independence and the Gains from Trade

<Week 4>

Theme/Theories/Key Concepts: *demand, quantity demanded, normal & inferior goods, complements & substitutes, supply, quantity supplied, equilibrium, surplus, shortage*

Textbook: Chapter 4 – The Market Forces of Supply and Demand

<Week 5>

Review and the 1st Examination

<Week 6>

Theme/Theories/Key Concepts: *price elasticity of demand, income elasticity of demand, cross-price elasticity of demand, price elasticity of supply*

Economic issue: *How much customers do coffee houses lose due to price increase of premium coffee?*

Textbook: Chapter 5 – Elasticity and Its Application

<Week 7>

Theme/Theories/Key Concepts: *price ceiling, price floor, tax incidence*

Economic issue: *Rent ceiling in New York City*

Textbook: Chapter 6 – Supply, Demand, and Government Policies

<Week 8>

Theme/Theories/Key Concepts: *consumer surplus, producer surplus, efficiency, equity*

Textbook: Chapter 7 – Consumers, Producers, and the Efficiency of Markets

<Week 9>

Theme/Theories/Key Concepts: *deadweight loss, tax revenue*

Textbook: Chapter 8 – The Costs of Taxation

<Week 10>

Review and the 2nd Examination

<Week 11>

Theme/Theories/Key Concepts: *positive & negative externalities, internalization, Coase theorem, transaction costs, corrective (Pigouvian) tax, tradable permit*

Economic issue: *Drive an SUV safely for non-SUV drivers.*

Textbook: Chapter 10 – Externalities

<Week 12>

Theme/Theories/Key Concepts: *excludability, rivalry, private goods, public goods, common resources, free rider, Tragedy of the Commons*

Textbook: Chapter 11 – Public Goods and Common Resources

<Week 13>

Theme/Theories/Key Concepts: *explicit costs, implicit costs, economic profit, accounting profit, production function, diminishing marginal product, total cost, fixed costs, variable costs, average cost, marginal cost, efficient scale, economies & diseconomies of scale, constant returns to scale*

Economic issues: *Some hotels do not change the sheets every night for environment protection, or for more profits?*

Textbook: Chapter 13 – The Costs of Production

<Week 14>

Theme/Theories/Key Concepts: *competitive market, average revenue, marginal revenue, profit maximization, sunk cost, entry, exit, shutdown*

Textbook: Chapter 14 – Firms in Competitive Markets

<Week 15>

Review and the Final Examination

ECN220 MACROECONOMICS (3 credit hours)

Instructor: Takashi YAMAMOTO, PhD

Office hours: M, W 14:00-15:00; T, R 11:00-Noon Office: A6

Website: <http://www.aiu.ac.jp/~yamamoto>

Email: yamamoto@aiu.ac.jp

Semesters: Spring, Fall

Meeting times: M, W 15:30-16:45

DESCRIPTION: This course and ECN210 (Microeconomics) cover principles of economics. The aim here is to understand the workings of the economy at the higher levels of abstraction: gross domestic product (GDP), inflation, unemployment, interest rates, and economic growth. Students will become familiar with basic theories used to interpret and analyze macroeconomic events. Students will use the theories to consider various public policy issues, such as fiscal and monetary policies, and policies for economic stabilization and growth. Finally, students will be briefly exposed to a range of economic thought from David Hume, Adam Smith, and John Stuart Mill to Thomas Malthus, Karl Marx, and John Maynard Keynes – from classical and neo-classical approaches at one end to Keynesians and neo-Marxists at the other.

OBJECTIVES: By actively participating in this course, students will become familiar with (i) about 50 key concepts of macroeconomics, (ii) basic macroeconomic models and their applications to hypothetical events, and (iii) methodologies to analyze real-world economic issues and macroeconomic policies.

STUDY MATERIALS:

<Textbook>

Baumol, William J. and Alan Blinder. Macroeconomics: Principles and Policy, 10e. Thomson South-Western, 2006. Students may obtain the textbook at: <http://baumol.swlearning.com>. Learning support tools are available by clicking on 'Student Resources.'

<Study Guide>

Study Guide for Baumol & Blinder's Macroeconomics: Principles and Policy, 10e. Thomson South-Western, 2006. Purchase of the Study Guide is not mandatory, but many students report that it is helpful for understanding difficult concepts and for preparing for homework assignments and exams.

<Reference books, sources of readings and other information>

- Glossary of Economic Terms: <http://economics.about.com/od/economicsglossary/>
- Miller, Roger L. & Daniel K. Benjamin. The Economics of Macro Issues, 2e. Addison-Wesley, 2006. Some chapters of this book will be used for analysis and discussion.
- Handouts on economic issues will be delivered in class.

ASSESSMENT: Student achievement of the stated course Objectives will be measured in the following five areas: (i) 1st Examination (15%), (ii) 2nd Examination (20%), and (iii) Final Examination (30%), (iv) Homework assignments (20%), and (v) Class participation (15%).

POLICIES: All assignments and exams must be completed to receive a passing grade for this course. Students are reminded not to engage in acts of plagiarism or other forms academic dishonesty. See <http://en.wikipedia.org/wiki/Plagiarism> for more information.

COURSE FORMAT AND ACTIVITIES: This is a lecture course. However, considering the relatively small (compared to many universities) class size, each student will have many opportunities to participate in class. Lively discussion on real-world economic issues is expected. Students are encouraged to ask questions and to request explanations during class. There may be one or two lectures by guest speakers to provide students opportunities to understand how economic principles are applied.

SCHEDULE:

<Week 1>

Theme/Theories/Key Concepts: *introduction to economics*

Textbook: Chapter 1 – What is Economics?

<Week 2>

Theme/Theories/Key Concepts: *opportunity cost, principle of increasing costs, efficiency, allocation of resources, absolute vs. comparative advantage*

Textbook: Chapter 3 – The Fundamental Economic Problem: Scarcity and Choice

<Week 3>

Theme/Theories/Key Concepts: *demand, quantity demanded, supply, quantity supplied, equilibrium, surplus, shortage, price ceiling, price floor*

Textbook: Chapter 4 – Supply and Demand: An Initial Look

<Week 4>

Theme/Theories/Key Concepts: *aggregate demand, aggregate supply, inflation, deflation, recession, gross domestic product (GDP), nominal vs. real GDP*

Textbook: Chapter 5 – An Introduction to Macroeconomics

<Week 5>

Review and the 1st Examination

<Week 6>

Theme/Theories/Key Concepts: *labor productivity, potential GDP, labor force, unemployment rate, frictional unemployment, structural unemployment, cyclical unemployment, full employment, purchasing power, expected inflation rate, real vs. nominal interest rates, CPI*

Textbook: Chapter 6 – The Goals of Macroeconomic Policy

<Week 7>

Theme/Theories/Key Concepts: *capital, human capital, investment, property rights, invention, innovation, R&D*

Textbook: Chapter 7 – Economic Growth: Theory and Policy

<Week 8>

Theme/Theories/Key Concepts: *national income accounting, disposable income, consumption function, marginal propensity to consume (MPC)*

Economic issue: *Tax cut in 2001*

Textbook: Chapter 8 – Aggregate Demand, and the Powerful Consumer

<Week 9>

Theme/Theories/Key Concepts: *aggregate demand curve, equilibrium GDP, induced investment, recessionary gap, inflationary gap, multiplier, induced increase in consumption, autonomous increase in consumption*

Textbook: Chapter 9 – Demand-side Equilibrium: Unemployment or Inflation?

<Week 10>

Review and the 2nd Examination

<Week 11>

Theme/Theories/Key Concepts: *aggregate supply curve, self-correcting mechanism, stagflation, supply shock*

Textbook: Chapter 10 – Supply-side Equilibrium: Unemployment and Inflation

<Week 12>

Theme/Theories/Key Concepts: *expansionary fiscal policy, contractionary fiscal policy, automatic stabilizer, supply-side tax cuts*

Textbook: Chapter 11 – Managing Aggregate Demand: Fiscal Policy

<Week 13>

Theme/Theories/Key Concepts: *monetary policy, central bank, open-market operation, bank reserves, money demand, money supply, expansionary monetary policy, contractionary monetary policy*

Textbook: Chapter 13 – Managing Aggregate Demand: Monetary Policy

<Week 14>

Theme/Theories/Key Concepts: *velocity, quantity theory of money, monetarism, controlling money supply vs. controlling interest rate, rules vs. discretionary policy*

Textbook: Chapter 14 – The Debate over Monetary and Fiscal Policy

<Week 15>

Review and Final Examination

ECN310 U. S. Economy Policy/アメリカの経済政策 (3 credit hours)

<概要>

アメリカは「資本主義の実験室」であり、建国以来、民間の経済活動が先行し、政府はその追認、条件整備が中心だった。それが第一次大戦、世界恐慌、第二次大戦を経る中で、政府主導、民間との連携と対立がさまざまな局面で表れるようになってきた。この講義では、現代の世界経済を左右する「超大国アメリカ」の経済基盤が何か、政府と民間の関係（相克）がどう変化してきたのか、を政府の経済政策の変化から研究していく。

（注意：講義は英語にて行います。）