

ECN360: ECONOMIC ACTIVITIES OF OVERSEAS CHINESE (3 credit hours)

Instructor: Tsung-ming YEH, PhD
Email: yosomei@aiu.ac.jp
Office: A14
Website: <http://www.aiu.ac.jp/~yeh/>
Semesters: Spring

DESCRIPTION: This course focuses on the economic behavior and the ever-increasing importance of Overseas Chinese (OC) in the world economy. Study begins with a brief history of OC mass emigration, including the background behind the massive emigration wave and global proliferation of 'Chinatowns.' Why did it happen? From where and to where did it spread? What have been the consequences on world economic development? We will attempt to understand their unique social values and norms, and study their establishment of modern enterprises and multinational conglomerates throughout the world. Students will learn about their unique business networks and business practices, and their significant influences on world business, especially with regard to their relationships with the Mainland.

STUDY MATERIALS:

<Textbook>

In lieu of a textbook, students will be required to read large sections of the books listed below, and other printed materials to be distributed in class.

<Reference books>

- (1) Haley, Tan. New Asian Emperor. 1998. (ISBN:0750641304)
- (2) Yu, Chunghsun. Ethnic Chinese. 2000. (ISBN:4789009920)
- (3) Weidenbaum & Hughes. Bamboo Network. 1996. (ISBN:068482289X)
- (4) Wang. The Chinese Overseas. 2000. (ISBN:067400986X)
- (5) Light. Ethnic Enterprise in America. 1972. (ISBN:0520017382)

<Video documentaries>

- (1) Zhen He Voyage of the dragon kings
- (2) Chinatown: Strangers in a Strange Land
- (3) Biography: Confucius
- (4) Ghosts in China
- (5) Founder of Acer

<Websites>

- (1) Center of Overseas Chinese Studies www.cnc.takushoku-u.ac.jp/~kakyonet/
- (2) The Japan Society for the Studies of Chinese Overseas <http://www.jssco.org/>

ASSESSMENT:

Participation in discussion (40%)

Written reports (40%)

Research and final presentation (20%)

ACADEMIC PREPARATION:

Students should have completed an introductory course in business or economics.

COURSE FORMAT AND ACTIVITIES: Students are required to study the assigned study materials (readings or video) and prepare for discussion in class. Toward the end of semester, students will select one of the areas of the world where there is a major concentration of Overseas Chinese and perform an investigation of their economic activities and influences in that country. In the final several weeks, students will make presentations on their research work using PowerPoint.

SCHEDULE:

Week 1	Introduction of Overseas Chinese
Week 2	History of Chinese emigrants
Week 3	Chinese Community and Network in Host Countries
Week 4	Chinese Religions
Week 5	Feng Sui and Business
Week 6	Modern Overseas Chinese Enterprises
Week 7	Management Issues for Overseas Chinese Businesses
Week 8	Bamboo Network
Week 9	Economic Analysis of Overseas Chinese Businesses
Week 10	Overseas Chinese in Japan
Week 11	Overseas Chinese in Southeast Asia – 1
Week 12	Overseas Chinese in Southeast Asia – 2
Week 13	Overseas Chinese in America
Week 14	Overseas Chinese in China
Week 15	Final Presentation

PLS 370: Chinese Politics, Thought and Law

Spring Term:

Instructor: Wo-Lap Lam, Ph.D.

Office Telephone: 5880

Office: C 15

Email: willy@aiu.ac.jp

Course Goals

This course will prepare students to pursue higher-level studies in Chinese political science, political economy, and law. It will be particularly beneficial to students who intend to spend one academic year in the greater China region. Students will acquire an adequate acquaintance with ancient and modern Chinese thought and institutions.

Course Description

The basic theories and practice of modernization in the past century of Chinese politics, philosophy and legal system will be presented. One area of focus will be put on the essence of “dynastic” or autocratic politics, and the beginning of China’s modernization since the late Qing Dynasty (1644-1911). The Chinese Communist Party’s modifications to the political tradition and government structure both before and since 1949 will be analyzed. Particular attention will be paid to the governance concepts and practice under the major leaders Mao Zedong, Deng Xiaoping, Jiang Zemin and Hu Jintao. The origins of the Chinese concept of law, its “legal modernization” and statutes passed in the past two decades, will be examined. Comparisons will be made between the China’s tradition and comparative views in the Western tradition.

Class Activities

Apart from lectures, relevant videos will be shown to illustrate the tortuous path of Chinese modernization as well as the life histories and ideas of famous modernizers. Discussion and debates among students will be held.

Course materials

Chapters and materials from the following texts will be prescribed for reading/reference. The instructor will also provide supplementary class notes.

John Fairbank & Albert Feuerwerker ed. **The Cambridge History of China, Vol 12 & Vol 13** (Cambridge, U.K.: Cambridge, 1978)

Jonathan Spence, *The Search for Modern China* (New York: W W Norton, 2001)

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

Tu Wei-ming, ed. *China in Transformation* (Cambridge, Mass: Harvard University Press, 1994)

John K. Fairbank, *The United States and China (Revised Edition)* (Cambridge, Mass: Harvard University Press, 1983)

Willy Wo-Lap Lam, *Chinese Politics in the Hu Jintao Era* (New York: M E Sharpe, 2006)

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. The background of China's modernization and Westernization since the mid-19th century: fermentation of new ideas and institutions in the late Qing Dynasty (1644-1911); thought and programs of reform leaders such as Zhang Zhidong, Kang Youwei and Liang Qichao, and comparisons with Japan's Meiji Restoration and reforms.
2. The birth of the Chinese Republic in 1911: the ideas and programs of Dr Sun Yat-sen, the "father" of modern Chinese politics: the May Fourth 1919 Intellectual Movement; China's links to the U.S. and Europe; and the introduction of both liberal-democratic and Marxist ideas into China.
3. The lure of Mao Zedong and his thought: Mao's unfulfilled promises about introducing limited federalism and democracy; the feudalist roots in Mao's theory and practice of governance, and the influence of Leninism and Stalinism on Mao's statecraft.
4. Dissent within the CCP up to early 1960s: the more liberal and pragmatic ideas and practice of senior cadres including Liu Shaoqi, Peng Dehuai and Deng Xiaoping, and the origins and after-effects of the Cultural Revolution (1966-1976).
5. Basic institutions and systems within the Communist party, government and army, 1949-1978 and early efforts in industrialization and modernization.
6. Institutions and systems within the party, government, and army after 1979: the gradual transformation of the Chinese economy, and the ideas behind China's relations with the West.
7. The rise of Deng Xiaoping and the genesis of his epoch-making reform and open-door policy: Deng's original ideas about economic and political reform; his views on Taiwan, and foreign relations, particular ties with the U.S., Japan and Europe.
8. Deng Xiaoping's contributions to the "socialist market economy with Chinese characteristics." Deng's views of his contemporaries on political reform; limited introduction of Western ideas and institutions, and China's views on globalization.
9. "Thought liberation" under the CCP's two most liberal leaders: party general secretaries Hu Yaobang and Zhao Ziyang; reasons behind their downfall in respectively 1987 and 1989; the significance of the student movement of 1989 and the repercussions of the Tianamen Square massacre, and Zhao Ziyang's advocacy of limited Western-style political reform.

10. The era of Jiang Zemin (1989 to 2002): Jiang's major ideas of economic and political changes, efforts to bring "new classes" into the party, and his major forays into foreign policy; relations with the U.S. and Japan.

11. The current administration of Hu Jintao and Wen Jiabao: the Hu-Wen team's ideas about "scientific development;" "rule by law;" "constructing a socialist harmonious society," and Hu's concepts for modernizing the ideology and structure of the party.

12. The prospects for further political and institutional reform in the first decades of this century.

13. Chinese law and legal philosophy in the Qing Dyansty (1644-1911): Western legal concepts introduced by modernizers including Sun Yat-sen and Hu Shih; the Communist Party's concept of the law and legal reform, and the party's control over legislative and judicial institutions and processes.

14. The breakdown of legal institutions and practice during the early phase of Mao Zedong's rule that climaxed in the Cultural Revolution (1966-1976): Mao's largely utilitarian and anti-democratic ideas about the law, and legal reform under reformist party leaders including Deng Xiaoping, Hu Yaobang and Zhao Ziyang..

15. The practice of legal reform since Deng Xiaoping's reforms began in 1979: brief survey of major new laws introduced in the 1980s and 1990s; current leaders Hu Jintao and Wen Jiabao's views about legal modernization and "rule by law," and the future of the rule of law in China.

PLS 380: Chinese Foreign Policy and China-Japan Relations

Spring Term

Instructor: Wo-Lap Lam, Ph.D. Office: C 15

Office Telephone: 5880 Email: willy@aiu.ac.jp

Course Objectives

A firm grasp of China's foreign policy is essential to understand the large role that is expected of China in the 21st Century. This course will equip students with the concepts and knowledge they will find useful when pursuing higher-level and graduate-level courses in East Asian history, culture, political science, international relations, economics and foreign trade. The course will give them the background they need to understand prospects for Sino-Japanese relations, which will have an impact that goes far beyond the Asia-Pacific Region.

Course Description

With its fast-growing economic and military power, China is playing an increasingly pivotal role in world affairs. This course will examine the key concepts and orientations of China's diplomatic and security policy. Detailed analysis will be made of foreign-policy initiatives undertaken by recent leaders from Deng Xiaoping and Jiang Zemin to the current paramount leader, President Hu Jintao. China's relations with major countries and blocs, including the U.S., Japan, Russia, the Association of Southeast Asian Nations (ASEAN), the European Union, and Africa will be studied. Special emphasis will be put on Sino-Japan relations, particularly with reference to both countries' predominant positions in Asia as well as their respective ties with the U.S. Related issues such as China's energy needs and the development of its military forces will also be discussed.

Class Activities

Apart from lectures, relevant videos will be shown to illustrate landmark events in China's relations with its neighbors such as the Sino-Japanese War as well as seminal visits by Chinese leaders to Japan, Russia, the U.S. and so forth. Discussion and debates among students will be held regularly.

Prior Academic Preparation

None

Evaluation

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

Course Materials

The instructor will give hand-outs to the class every week.

Chapters and parts of the following textbooks (and other journal articles) will be prescribed for reading/reference.

Quansheng Zhao, *Future Trends in East Asian International Relations*. New York & London: Routledge Curzon, 2002.

Xuanli Liao, *Chinese Foreign Policy Think Tanks and China's Policy Toward Japan*. Hong Kong: Chinese University Press, 2006.

Robert Suettinger, *Beyond Tiananmen: The Politics of U.S.-China Relations*. Washington, D.C.: Brookings Institute, 2003.

Willy Wo-Lap Lam, *Chinese Politics in the Hu Jintao Era*. New York: M. E. Sharpe, 2006.

Andrew Nathan & Robert Ross, *The Great Wall and the Empty Fortress: China's Search for Security*. New York: W. W. Norton, 1997.

Chalmers Johnson, *Japan: Who Governs*. New York: W. W. Norton, 1995.

Course Schedule (week by week)

1. Introduction to core concepts of Chinese diplomacy and security considerations and policies: brief historical survey of China's relations with its Asian neighbors and the Western world in the 19th and 20th centuries; relationship between China's fast-expanding economic and military power and the country's increasingly assertive diplomacy, and foreign-policy principles laid down by leaders from Mao Zedong and Deng Xiaoping to Jiang Zemin and Hu Jintao.

2. Characteristics of Chinese foreign and security policies from the mid-1990s to the early 21st Century: China's "good-neighborly" policy; the concept of the "peaceful rise of China"; the new "energy diplomacy;" Beijing's anxiety to maintain "peaceful coexistence," particularly with its neighbors so as to nurture the best environment for economic take-off and to attract foreign capital, and a strong China and the establishment of a "multi-polar world order."

3. China's foreign-policy establishment: the Chinese Communist Party's Leading Group on Foreign Affairs: other key players in the party, government and People's Liberation Army (PLA); domestic and foreign factors that influence Chinese diplomacy; the questions of Taiwan, Tibet and Xinjiang, and the rise of nationalism and its impact on foreign policy.

4. China-U.S. relations: brief historical survey from WWII to Richard Nixon's trip to Beijing in 1972; Establishment of formal ties to the fall of the Soviet Union; Washington's "policy of engagement"; America's reaction to the Tiananmen Square crackdown; U.S. role in China's accession to the WTO; Washington's alleged "anti-China containment policy;" the Taiwan issue; the CCP leadership's opposition to "unilateralism" and U.S. policy on Iraq and Iran; China's \$200 billion trade surplus and trade disputes; current relations, and U.S. and China as "stakeholders" in the world order.

5. China-EU relations: China's relations with major European countries such as the U.K., France and Germany; Beijing's EU policy: European ties seen as essential to the establishment of a multi-polar world order; Beijing's bid to have EU lift its arms embargo on China. Sino-EU ties after the enlargement of the EU in 2004; Europe as China's largest trading partner, and the triangular China-EU-U.S. relationship.

6. China-Russia relations: brief historical survey of Sino-Russian relationship beginning with Soviet advisers within the early Chinese Communist Party;

competition between the two Communist giants in the 1950s and 60s; Sino-Soviet rapprochement in the Gorbachev era; Beijing's reaction to the fall of the USSR; resolution of border disputes and the establishment of the Sino-Russian strategic partnership; and Moscow's arms sales to China and its impact; the role of the Shanghai Cooperation Organization, and the triangular China-Russia-U.S. relations.

7. China-ASEAN relations: China's relations with the ten members of ASEAN, particularly Vietnam, Thailand, Singapore, Malaysia and Indonesia; the nettlesome issue of overseas Chinese and Beijing's early support of Southeast Asian Communist parties; resolution of disputes over the South China Sea; China-ASEAN economic cooperation and China's equivalent of a Marshall Plan for poor ASEAN members, and Beijing's competition with Tokyo and Washington for influence in ASEAN.

8. China-Japan relations: historical survey of relations between the two Asian giants; difference between the two countries' approach to Westernization; the legacy of WWII; the establishment of ties in 1972 and "honeymoon" period in the 1980s and the reasons behind worsening bilateral ties; the "historical question;" territorial disputes; the energy issue; the Taiwan question, and so forth.

9. China-Japan relations; competition between China and Japan to be the leader of Asia; the rise of nationalism in both countries; the triangular China-Japan-U.S. and China-Japan-Indian relations; the future of political and economic relations, and the possibility of improvement of ties in the early 21st century.

10. China's relations with India, Brazil, and the Third World (esp. Africa and Latin America): Mao Zedong's efforts in the 1950s to be "leader of the Third World;" current efforts by Beijing to woo countries in Africa and Latin America for reasons including oil supplies; the diplomacy of economic aid and military assistance; China's special relationship with India and Brazil, can competition between the Chinese and Indian models of economic development.

11. China's aggressive energy diplomacy: China's industrialization, "energy security," and requirements for energy and raw materials; Beijing's efforts to secure reliable supplies of oil and gas from Asia, Russia, the Middle East, Africa, and Latin America; the Strait of Malacca issue, and competition with the U.S., Japan, India and other powers for energy sufficiency.

12. Projection of hard and "soft" power: the diplomatic impact of China's fast-growing economic and military strength; Beijing's effort to enhance its "soft" power – the extension of its cultural influence around the world, and competition between China on the one hand, and Japan, South Korea and the U.S. on the other in terms of soft-power projection.

13. China's global standing in the 21st century: will China displace first Japan and then the U.S. as the predominant power in the Asia-Pacific Region; prospects of a "Monroe Doctrine" with Chinese characteristics in Asia, and will Beijing cleave to its much-vaunted policy of non-belligerence and peaceful co-existence?

14. Summary and review of the more difficult concepts.

15. Class projects/debates; discussion of outstanding issues.

LAW 440: International Law

Fall Term:

Instructor: Tetsuya Toyoda

Office

Office Telephone:

Email:

Course Goals

This course has two primary goals:

1. Students will get familiarized with fundamental concepts of international law.
2. Students will be able to present their own opinions about the future of international legal order in their own words.

Course Description

This upper level lecture course examines intergovernmental institutions and organizations such as: the United Nations, the World Trade Organization, the World Bank and the International Monetary Fund, the UN High Commissioner for Human Rights and the Treaty Committees on Human Rights, the UN High Commissioner for Refugees and the European Union. There is an infinite variety of functional and political or regional and universal international organizations, but the fundamental question confronting all of them is achieving a balance between their independence and their member nations' sovereignty. Issues regarding these organizations' theoretical considerations, organization, and related problems will be discussed.

Class Activities

Having carefully read assigned pages, students should come to class with their own opinions on the subject matter of each session. The lecturer pose questions to students and students themselves raise questions, which lead to discussions. Comprehension quizzes at the end of class. Moot court to be held on 28th session. Students will be divided into two (or four) groups and work in group to draw up written and oral statements.

Prior Academic Preparation

None.

Evaluation

Exams 50%: Mid-term exam on 17th and final exam on 29th session. There will be multiple-choice questions and an essay question.

Take-Home Essay Exam 15%: An essay question will be given on 8th session, to which students should give answers within two, double-spaced A4 paper by the last midnight before 10th sessions by e-mail. Plagiarism will be severely punished.

Attendance 10%: Full attendance (i.e. without late arrival) to more than fourteen

sessions is required to sit for the exam.

Moot court 15%: The written statement (called "written brief") should be submitted by midnight Nov. 25/26 by e-mail. The written briefs of both teams will be shown to the opponent team, who will prepare the oral arguments in response to the opponent team's written brief. In the court, the lecturer as a moot judge will ask questions to members of both teams.

Participation to Class Discussion 10%: Careful reading of assigned texts will always give birth to genuine questions and opinions you should present in the classroom. Stupid questions are appreciated better than silence.

Course Materials

Antonio Cassese, *International Law*, 2nd ed., Oxford University Press, 2005.

Course Schedule

I. INTRODUCTION

1. Course Introduction

II. ORIGINS AND FOUNDATIONS OF THE INTERNATIONAL COMMUNITY

2. The Main Legal Features

Required: Cassese, pp. 3-21.

3. The Historical Evolution

Required: Cassese, pp. 22-45.

4. Fundamental Principles

Required: Cassese, pp. 46-68.

III. LEGAL SUBJECTS

5. States

Required: Cassese, pp. 71-80.

6. The Spatial Dimension of State Activities

Required: Cassese, pp. 81-97.

7. Limitations on State Sovereignty

Required: Cassese, pp. 98-123.

8. Legal Subjects other than States

Required: Cassese, pp. 124-150.

IV. LAW-MAKING AND COMPLIANCE IN INTERNATIONAL LAW

9. International Law-Making: Customs

Required: Cassese, pp. 153-169.

10. International Law-Making: Treaties

Required: Cassese, p. 170-182.

11. Law-Making Process other than Customs and Treaties

Required: Cassese, pp. 183-197.

12. *Jus Cogens*?

Required: Cassese, pp. 198-212.

13. International Law in Municipal Legal Orders

Required: Cassese, pp. 213-237.

14. International Responsibility of States

Required: Cassese, pp. 241-277.

15. Dispute Settlement

Required: Cassese, pp. 278-295.

16. Enforcement in International Law

Required: Cassese, pp. 296-313.

17. Mid-Term Exam

V. CONTEMPORARY ISSUES IN INTERNATIONAL LAW

18. The Role of the United Nations

Required: Cassese, pp. 317-338.

19. UN Sanctions and Collective Security

Required: Cassese, pp. 339-353.

20. Unilateral Resort to Force by States

Required: Cassese, pp. 354-374.

21. The Protection of Human Rights

Required: Cassese, pp. 375-398.

22. Legal Restraints on Violence in Armed Conflict

Required: Cassese, pp. 399-434.

23. The Repression of International Crimes

Required: Cassese, pp. 435-462.

24. The International Response to Terrorism

Required: Cassese, pp. 463-481.

25. Protection of the Environment

Required: Cassese, pp. 482-502.

26. Legal Attempts at Narrowing the North-South Gap

Required: Cassese, pp. 503-527.

27. Preparation for the Moot Court

28. Moot Court

29. Final Exam

**Sociology 450 Sociology of Globalization
Spring 2007**

**Assistant Professor John Gulick
Office Phone: X5969**

**Office: A30
E-mail: jgulick@aiu.ac.jp**

Course Goals

This course endeavors to equip students with the following capabilities:

1. The ability to discern the many angles of “globalization.”
2. A skeptical attitude toward dominant representations of “globalization,” including the image of “globalization” as a supernatural force beyond human control.
3. An appreciation of the historicity of “globalization,” and its character as a *socio-political* project (including its *ideological* aspects).
4. The ability to detect differences between various “anti-globalist” movements on the basis of their differing affiliations and worldviews.
5. The ability to reasonably forecast possible directions in which “globalization” might head.
6. The ability to speak intelligibly and write coherently about subjects 1-5.

Course Description

As the 1990’s unfolded, in academic, policy, and media circles it became increasingly common to assert that we live in the age of “globalization.” This claim gained such widespread circulation that it eventually took on the status of conventional wisdom, its various possible meanings rarely explored, much less its basic assumptions ever challenged. This course will investigate the socio-political origins and socio-political effects of the notion that globalization is an inevitable state of affairs, or simply “the way the world works,” like it or not. Other questions addressed include: Is globalization historically unprecedented? What mixture of technological, economic, political, cultural, and other forces are driving it forward? What collective movements have emerged to contest globalization, what are their respective critiques, and what respective alternatives do they propose for organizing socio-political life? Will emerging large-scale environmental crises by necessity throw globalization into reverse?

Classroom Activities

Class sessions will be comprised of a mixture of lectures, documentary screenings, and seminar-style presentations and discussions.

Prior Academic Preparation

It is strongly suggested that, prior to enrolling in this course, students first have completed Sociology (Sociology 180). Other courses useful to take previously to this one include World History, World Civilization, Introduction to Global Studies, and International Relations.

Course Materials

- Steger, Manfred. 2005. *Globalism*. Second Edition. Lanham, MD: Rowman & Littlefield.

- Other readings to be placed on library reserve, especially from Steger, Manfred. 2005. *Globalization*. New York: Oxford University.

Evaluation

Group discussion of key issues will figure centrally in this course; on a regular basis the instructor will distribute questions in advance of class to prepare students to participate in said discussions. Participation in discussion will count toward 20% of the overall grade; if students make a sincere and visible effort to contribute comments that reflect thoughtful engagement with course material, they will earn full credit for participation.

There will be one in-class exam. It will be worth 40% of the overall course grade. The final exam will be a take-home; while the questions on the final will focus on material covered during the last five weeks of class, they will also draw upon information, analyses, and concepts featured from Week I forward. The final will be worth 40% of the overall course grade.

Class Schedule

Week I: Introduction to the course. The multiple meanings of globalization.

Week II-III: What is and what is not new about globalization?

Documentary video: *1421: The Year China Discovered America?*

Week IV: The origins of globalism.

Week V-VI: The academic debate over globalization.

Documentary video: *No Logo*.

Week VII-VIII: The ideology of globalism.

Documentary videos: *Is Wal-Mart Good For America?*; *China in the Red*

Weeks IX-X-XI: Political challenges to globalism.

Documentary video: *The Fourth World War*

Week XII: Whither globalization?

Week XIII-XIV: Peak oil, global warming, and deglobalization.

Documentary videos: *Extreme Oil*; *The Power of Community - How Cuba Survived Peak Oil*; *Hot Planet, Cold Comfort*.

Week XV: Course review.

Week XVI: Final exam.

TEC430 SCIENCE AND TECHNOLOGY (4 credit hours)

Instructor+ Shingo Leonard NISHIKAWA
Office hours TBD, at least 4 hours/week
Office: C10
E-mail: slnishikawa@aiu.ac.jp
Semester: Spring, Fall
Meeting times: Once a week for 3 hours

DESCRIPTION: One of the most consistent patterns in business is the failure of leading companies to stay atop their industries when technologies or markets change. This course examines the challenges of managing technologies from a general manager's point of view. Only from that viewpoint can the complex challenges of integrating work across multiple dimensions –cultural, legal, marketing, sales, manufacturing, distribution, financial issues – be understood. Specific cases in Japan and elsewhere will be used to illustrate management techniques for accomplishing this.

OBJECTIVES: The learning objective is to help students understand the root causes of common problems in management of technologies and how these can manifest themselves systematically at various stages of the development process, and in different areas of the company. Cases from Japan (e.g., Sony, Honda, Matsushita, Canon) and other countries (e.g., General Motors, Google, and Semco in Brazil) will demonstrate why managing innovation is such a challenge. Often due to their very nature, many of the tools (processes and values) by which they manage, inhibit innovation.

STUDY MATERIALS:

<Textbooks>

Gehani, R. Ray. Management of Technology and Operations. Wiley & Sons, 1998.

<Reference books, sources of readings and other information>

- (1) Managing High-Tech Industries. Harvard Business School Press, 1999
- (2) Itami, Miyamoto, et al. ケースブック日本企業の経営行動、イノベーションと技術貯蓄
- (3) Herstatt, C., C. Stockstrom, et al. Management of Technology and Innovation in Japan. Springer, 2006.
- (4) ケース スタディ住友スリーエム イノベーション生む技術経営. 日経 BP 社, 2005.

ASSESSMENT

Final paper	50%
Team project presentation	25%
Classroom participation	25%

ACADEMIC PREPARATION: To prepare for this course, students should have first completed: basic business management, accounting, marketing, and two courses in physical sciences such as physics, chemistry, material science, and statistics. Fluency in

Japanese is not a requirement. When we study cases that are written in Japanese, the instructor will translate into English.

POLICIES: Students will be expected to actively participate in class.

SCHEDULE:

Weeks 1-3: Different theories on management of technologies and innovations

Weeks 4-12: Business cases: Sumitomo-3M, SONY, Canon, Shimano, etc.

Week 13: Visits to Japanese high tech companies, most likely in Tokyo.

Week 14: Team project presentation

ACT 280 FINANCIAL ACCOUNTING (4 credit hours)

Instructor: Tsung-ming YEH, PhD
Email: yosomei@aiu.ac.jp
Office: A14
Website: <http://www.aiu.ac.jp/~yeh/>
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

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

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

BUS360 MANAGEMENT INFORMATION SYSTEMS (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 introductory course in Management Information Systems (MIS) is intended for business majors who have already mastered basic computer application programs such as Excel, Word, and Access. The course covers both technical and managerial aspects of MIS. With regard to the latter, students will understand how MIS impacts all segments of the value chain. The course begins with a quick review of the various basic elements of a management information system: hardware, software, and databases. Students will become familiar with various security and ethical issues, and learn how the strategic use of information technology can create competitive advantage and manage the firm's global reach. By the end of the course students will know how to actually build and manage a simple information system.

OBJECTIVES: Students will know how what the basic elements of computer-based information systems are, and how MIS is used to support the operation and management of segments of the value chain to create competitive advantage. They will be familiar with the important technical, managerial, ethical, and security issues. They will know the range of business information systems that are in current use, and the role of information technology in business process "reengineering." As a final objective, student teams will be required to build a simple management information system for business application.

STUDY MATERIALS:

<Textbook>

Haag, Stephen, Maeve Cummings, and Amy Phillips, Management Information Systems for the Information Age (6th edition), McGraw-Hill/Irwin, 2007.

<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 (2@10%)

Class participation (5%)

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: 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:

<April>

Week 1 Introduction & Brief History of Information Technology

Chap 1: The Information Age in Which You Live

Week 2 Hardware and Software

Extended Learning Module A

Week 3 Competitive Advantage with IT

Chap 2: Major Business Initiative

Week 4 World Wide Web and the Internet

Extended Learning Module B

Extended Learning Module E

<May>

Week 5 *Wrap-up and Exam review*

MIDTERM EXAMINATION 1

Week 6 Building Business Intelligence

Chap 3: Databases and Data Warehouses

Week 7 Decision Support System

Chap 4: Decision Support and Artificial Intelligence

Week 8 E-Business and MIS

Chap 5: Electronic Commerce

<June>

Week 9 Spreadsheet Application and Project Management

Extended Learning Module D

Week 10 *Wrap-up and Exam review*

MIDTERM EXAMINATION 2

Week 11 System Development

Chap 6: System Development: Phases, Tools, and Techniques

Week 12 ERP and IT Infrastructure

Chap 7: Enterprise Infrastructure and Integration

<July>

Week 13 Security and Privacy

Chap 8: Protecting People and Information

Week 14 MIS in the Future

Chap 9: Emerging Trends and Technologies

Week 15 *Wrap-up and Exam review*

FINAL EXAMINATION

BUS390 CORPORATE STRATEGY (4 credit hours)

Instructor: Mike LACKTORIN, PhD

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

Office: D202

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

email: mlacktor@aiu.ac.jp

Semesters: Spring

Meeting times: TBD

DESCRIPTION: This is an advanced ‘capstone’ course for business majors. It is assumed that students have already completed nearly all requirements for the major. Ideally, this would be the last undergraduate course taken in business studies (AIU offers a course in Case Studies in Strategic Management, which should be taken after BUS390). Over the semester, students will become familiar with more than 300 concepts and theories related to corporate strategy, and an attempt will be made to integrate what students are learning in this course with what they have learned in other university courses, particularly in the area of business. Frequently, after students have been introduced to a concept or theory, they will be required to demonstrate how it applies, or in some cases explain why it does not apply, in the context of Japanese firms. The structural framework of our study will be the Strategic Planning Process (SPP), a widely taught and practiced model for the formulation and implementation of strategy. The major elements are: (1) mission and goals, (2) SWOT analysis, (3) the three levels of strategy: corporate, business, and functional, (4) organizational structure, (5) control systems, (6) matching of strategy to structure and controls, and (7) management of strategic change. We will study each of these elements in turn.

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>

Hill, Charles W. L., and Gareth Jones. Strategic Management: An integrated approach. Boston: Houghton Mifflin, 2004.

<Reference books, sources of readings and other information>

- (1) McKiernan, Peter, ed. Historical Evolution of Strategic Management: History of Management Thought, Vol. I and II. Aldershot: Dartmouth Publishing, 1996.
- (2) Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991.
- (3) Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. Can Japan Compete? Cambridge: Perseus, 2000.
- (4) Mintzberg, Henry. Mintzberg on Management: Inside our strange world of organizations. New York: Free Press, 1989.
- (5) Abegglen, James C. 21st Century Japanese Management: New systems, lasting values. New York: Palgrave Macmillan, 2006.
- (6) Harvard Business Review. Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002.
- (7) Burgelman, Robert A., Modesto Maidique, and Steven C Wheelwright. Strategy Management of Technology and Innovation. New York: McGraw-Hill Irwin, 1996.
- (8) *Harvard Business Review* and various other journals.

<Website General Reading>

Students are strongly encouraged to follow regularly articles that appear in Harvard Business School (HBS), Wharton business school, INSEAD business school, and McKinsey & Company contributions to the 'Business Knowledge' section at 'CEO Express' website at <http://www.ceoexpress.com/default.asp>.

<Website Reading for News Brief Analyses (NBA)>

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. Frequently, students will be required to report on how the concepts and theories they are studying are appearing in business and economic news.

<Website help for Comprehensive Cases>

It is possible that we will do one comprehensive case study. 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 four areas: (1) Class participation (20%), (2) News Brief Analyses, and possibly one comprehensive case study (30%), (3) Midterm exam (20%), and (4) Final

exam – cumulative (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, principles of management, principles of marketing, and principles of finance, 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 presentation 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 student presentation days student teams will demonstrate the application of theories and key concepts in their analyses of current business and economic events involving Japanese companies. There may be one or two field trips, most likely with students from our courses, to provide students opportunities to experience Japanese business first-hand.

SCHEDULE:

<April>

<Week 1>

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

Reading from textbook: Chapter 1;

News Brief Analysis (NBA)

<Week 2>

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

Reading from textbook: Chapters 2-3.

News Brief Analysis (NBA)

<Week 3>

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

Reading from textbook: Chapter 4.

News Brief Analysis (NBA)

<Week 4>

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

Reading from textbook: Chapter 5.

News Brief Analysis (NBA)

<May>

<Week 5>

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

Reading from textbook: Chapter 6.

News Brief Analysis (NBA)

<Week 6>

Theme/Theories/Key concepts: *Global strategies*

Reading from textbook: Chapter 8.

News Brief Analysis (NBA)

<Week 7>

Theme/Theories/Key concepts: *Restructuring*

Reading from textbook: Chapters 9-10;

Midterm exam

<Week 8>

Theme/Theories/Key concepts: *Corporate structure*

Reading from textbook: Chapter 12;

Field trip

<Week 9>

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

Reading from textbook: Chapter 13

News Brief Analysis (NBA)

<June>

<Week 10>

Theme/Theories/Key concepts: *5 Influential papers in the area of Corporate Strategy*

(1) 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; (2) Mintzberg, Henry. “Crafting Strategy” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991; (3) Eisenhardt, Kathleen, and Donald Hull. “Strategy as Simple Rules” in Harvard Business Review. Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002; and (4) 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. (5) 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;

<Week 11>

Theme/Theories/Key concepts: *5 Influential papers in the area of Corporate Strategy*

(1) Porter, Michael. “Strategy and the Internet” in Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002; (2) 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. (3) 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; (4) 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; (5) Ghemawatt, Pankaj. “Sustainable Advantage” in Montgomery, Cynthia A., and Michael E. Porter, ed. Strategy: Seeking and securing competitive advantage. Boston: Harvard University School, 1991.

<Week 12>

Theme/Theories/Key concepts: *5 Influential papers in the area of Corporate Strategy*

(1) 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; (2) Porter, Michael. “What is Strategy?” in Porter, Michael, On Competition. Boston: Harvard Business

School, 1998. (3) 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; (4) 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. (5) Strategic Management: An integrated approach; (5) 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.

<Week 13>

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

Reading from textbook: Chapter 11;

Outside reading assignments: (1) Strategic Management: An integrated approach, (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

<July>

<Week 14>

Theme/Theories/Key concepts: *5 Influential papers in the area of Corporate Strategy*

(1) 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; (2) Hammer, Michael. "The Superefficient Company" in Harvard Business Review on Advances in Strategy. Boston: Harvard Business School, 2002. (3) 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. (4) 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. (5) 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.

<Week 15>

Theme/Theories/Key concepts: *5 Influential papers in the area of Corporate Strategy*
Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. (1) “Rethinking Japanese Management,” and (2) “Transforming the Japanese Company” in Porter, Michael, Hirotaka Takeuchi, and Mariko Sakakibara. Can Japan Compete? Cambridge: Perseus, 2000. (3) 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. (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

Final exam

ECN320 INTERNATIONAL POLITICAL ECONOMY (4 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

Meeting times: To be announced

DESCRIPTION: Global economic integration makes states vulnerable to external shocks on the one hand, while providing economic advantages of access to international markets on the other. We will view the consequences of our ‘shrinking’ world through the prism of international political economy. Students will become familiar with how domestic politics and policies affect international economic behavior, and how the international economy in turn shapes domestic and international politics. We will examine the complex relationships between politics and economics in the global system, and attempt to develop a way of thinking critically about how politics and economics interact that will help us explain the behavior of countries, institutions, firms, interest groups, and individuals.

OBJECTIVES: This course is to provide students with theories and analytical tools on international political economy so that they can examine the reciprocal relationships between state interests and power, world market structure, and economic dynamism. On completion of this course students should be able to critically evaluate the literature on globalization, to express this understanding through written and oral communication, and to present reviews and analyses of particular concepts and issues related to globalization. The study of international political economy requires active inquiries on the application of theories and models on the real-world issues. Therefore, students are expected to familiarize themselves with current issues by reading major newspapers and news magazines.

STUDY MATERIALS:

<Textbooks>

Grieco, Joseph M. and G. John Ikenberry. State Power and World Markets. New York: W. W. Norton, 2003.

<Reference books, sources of readings and other information>

(1) Rivoli, Pietra. The Travels of a T-Shirt in the Global Economy. John Wiley &

Sons, 2005.

- (2) Sachs, Jeffrey. The End of Poverty. Penguin Books, 2005.
- (3) Eaterly, William. The Quest for Growth: Economists' Adventures and Misadventures in the Tropics. MIT Press, 2001.
- (4) Gilpin, Robert. Global Political Economy. Princeton, NJ: Princeton University Press, 2001
- (5) Yergin, Daniel, and Joseph Stanislaw. The Commanding Heights. Simon & Schuster, 1998.

ASSESSMENT: Student achievement will be measured in terms of student performance in the following three areas: (i) *Memoir* after the policy simulation (40%), (ii) Participation at the simulation and classes (40%), and (iii) Mid-term examination (20%).

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

POLICIES: All assignments and exams 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: This course consists of lectures and a policy simulation. Theoretical explanation will be covered by lectures. In the first half of the course, students are expected to learn policy implications of the theories and relevance to current issues in international political economy. In the latter half of the course, students will prepare for a one-day policy simulation. Details of the simulation including the topic and the style will be announced at the beginning of the course. Each student will participate in the simulation as key decision makers or journalists. After the policy simulation, each student will be required to write a *Memoir*, describing the intention of the policies and analyzing the behavior of the participants by using theories and concepts learned in the course.

SCHEDULE:

<Week 1>

Theme/Theories/Key concepts: *meaning of “globalization”*

Textbook: Chapter 1

<Week 2>

Theme/Theories/Key concepts: *theories and regimes of international trade*

Textbook: Chapter 2 – The Economics of International Trade

<Week 3>

Theme/Theories/Key concepts: *theories and policies of money and finance*

Textbook: Chapter 3 – The Economics of International Money and Finance

<Week 4>

Theme/Theories/Key concepts: *political theories of international economy*

Textbook: Chapter 4 – The Political Foundation of the World Economy

<Week 5>

Theme/Theories/Key concepts: *national strategies of international economy*

Textbook: Chapter 5 & 6 – State Power and the Promotion of National Interests

<Week 6>

Theme/Theories/Key concepts: *successes and failure of developing countries*

Textbook: Chapter 8 – Developing Nations and the World Economy

Reading: (1) Sachs, Jeffrey. The End of Poverty. Penguin Books, 2005. (2) Eaterly, William. The Quest for Growth: Economists’ Adventures and Misadventures in the Tropics. MIT Press, 2001.

<Week 7>

Theme/Theories/Key concepts: *development of international system*

Textbook: Chapter 9 – Mechanism for Governance, Reform, and Expansion of the World Political Economy

<Week 8>

Mid-term Exam

<Week 9>

Preparation for Policy Simulation

<Week 10>

Preparation for Policy Simulation

<Week 11>

Preparation for Policy Simulation

<Week 12>

Policy Simulation

<Week 13>

Analyzing the Policy Simulation

<Week 14>

Analyzing the Policy Simulation

<Week 15>

Wrap-up

FIN310: FINANCIAL MANAGEMENT (4 credit hours)

Instructors: Tsung-ming YEH, PhD (Primary)
Michael LACKTORIN, PhD (Secondary)

Email: yosomei@aiu.ac.jp
mlacktor@aiu.ac.jp

Office: A14 (Yeh)
D201, Library/CELS (Lacktorin)

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

Semesters: Spring/Fall

DESCRIPTION: This is an introductory course in corporate finance. Corporate finance deals mainly with two big issues: how corporations raise money, and how corporations spend money. Students learn the many basic theories related to corporate financing and investing activities. Study is divided into eight sections: (1) Corporate finance overview, (2) Financial Statements, (3) Valuation of Future Cash Flows, (4) Capital Budgeting, (5) Risk and Return, (6) Cost of Capital, (7) Long-Term Financial Policy, and (8) Advanced Topics.

OBJECTIVES: The primary objectives are to understand the basic theories, principles, practices, and terminology of corporate finance, and know how to apply these to analyze the past and predict the future performance of companies.

STUDY MATERIALS:

<Textbooks>

Brealey, Myers, and Marcus. Fundamentals of Corporate Finance. McGraw Hill

<Others>

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: Exams (40%),

Assignments (30%), Class participation (15%), and Final paper (15%).

ACADEMIC PREPARATION:

Prior to enrollment in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, financial accounting, or their equivalents.

COURSE FORMAT AND ACTIVITIES: The class is conducted in the computer lab to give students opportunities to work on assignments in class. Some class work is done in teams. We will access the Internet during class to bring the ‘real world’ of corporate finance into the classroom and connect concepts directly to present day Japan. Students are required to apply concepts from the textbook and lectures to analyze contemporary corporate finance issues. All students will take part in a final project. There is a range of final projects possible. For example, students could choose to apply concepts from the course to determine whether a particular stock appears to be under, over, or fairly valued. Or choose to use concepts from the course to do a comprehensive financial analysis of a particular firm’s financial statements. Student final presentations will begin toward the end of the semester using Excel or/and PowerPoint. Class participation is important.

SCHEDULE:

Week 1 Firms, Financial Managers, and Financial Markets

Week 2 Accounting and Finance

Week 3 Time Value of Money

Week 4 Valuing Bonds

EXAM 1

Week 5 Valuing Stocks

Week 6 Investment Decisions

Week 7 Risk, Return, and Portfolio Analysis

EXAM 2

Week 8 Capital Asset Pricing Model

Week 9 Cost of Capital

Week 10 Financial Structure Policy

EXAM 3

Week 11 Financial Statement Analysis

Week 12 Mergers and Acquisitions

Week 13 Foreign Exchange

Week 14 Presentations

Week 15 **Final Exam**

MKT310: MARKETING PRINCIPLES (4 credit hours)

Instructor: Su-Lin CHUNG, PhD

Office hours: Tuesday 15:00-17:00, Wednesday 13:00-14:00 Office: A12

Email: csulin13@aiu.ac.jp

Semesters: Spring, Fall

DESCRIPTION: Marketing is one of the various management processes employed by companies to create value for customers. The skillful marketer is able to identify or create customer needs, and then work with the various other functions within or outside the company to design and deploy capabilities to satisfy those needs better than competitors can. The major themes of this course are: marketing environment, market research, consumer and business buyer behavior, market segmentation, target marketing, product development, pricing issues, channel strategy, promotional strategies, international marketing, and related topics. We will use video cases to help make the process of identification, analysis, and discussion of factors and issues affecting current marketing strategies and practices more 'real world.'

OBJECTIVES:

By the end of this course, students will:

1. be familiar with characteristics of marketing and distribution strategies and practices.
2. be able to demonstrate an awareness of economic, social, cultural, and political factors and issues affecting marketing practices.
3. be able to analyze, synthesize, and integrate basic marketing theories and concepts through the use of cases.

STUDY MATERIALS:

<Textbook>

Kotler, Philip and Gary Armstrong. Principles of Marketing, 11th edition. Pearson Education (ISBN 0131968793).

<Reference books and Materials>

1. NIKKEI Net Interactive (<http://www.nni.nikkei.co.jp/>)
2. NIKKEI TELECOM 21 (<http://telecom21.nikkei.co.jp/>).
3. フィリップ・コトラー (著), 恩藏 直人 (翻訳), 月谷 真紀 (翻訳) 『コトラーのマーケティング・マネジメント 基本編』、ピアソン・エデュケーション、2002年。
4. 『日経流通新聞』 (Nikkei Marketing Journal) 、日本経済新聞社。

ASSESSMENT:

Class participation: 25%

Mid-term examination (Chapter 1- Chapter 9): 25%

Written paper (A4, 3-4 pages) and oral presentation (20 minutes): 20%

Final examination (Chapter 1- Chapter 19): 30%.

ACADEMIC PREPARATION:

Before enrolling in this course, students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, and introduction to 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 learn through lectures, discussions, readings, multi-media presentations, field trips, and working with various online resources. Each student will prepare a marketing plan for an actual or hypothetical enterprise as a final project, working either individually or in a group of two. 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/>

SCHEDULE:

<Part 1: Defining Marketing and the Marketing Process>

Week 1 Introduction / Defining Marketing and the Marketing Process (Ch1)

Week 2 Marketing Strategy: Partnering to Build Customer Relationships (Ch 2)

<Part 2: Understanding the Marketplace and Consumers>

Week 3 The Marketing Environment (Ch 3)

Week 4 Managing Marketing Information (Ch 4)

Week 5 Consumer Markets Consumer Buyer Behavior (Ch 5)

<Part 3: Designing a Customer-Driven Marketing Strategy and Marketing Mix>

Week 6 Segmentation, Targeting, and Positioning (Ch 7)

Week 7 Product, Services, and Branding Strategies (Ch 8)

Week 8 New-Product Development and Product Life-Cycle Strategies (Ch 9) /

Mid-term exam

Week 9 Pricing Considerations and Strategies (Ch 10-11)

Week 10 Marketing Channels and Supply Chain Management (Ch 12)

Week 11 Retailing and Wholesaling (Ch13)/ Field Trip

Week 12 Integrated Marketing Communication Strategy (Ch 14) /

Advertising Sales Promotion and Public Relations (Ch 15)

Week 13 *Written Paper (A4, 3-4 pages) and Oral Presentation (20 minutes)*

<Part 4: Extending Marketing>

Week 14 Marketing in the Digital Age and The Global Marketplace (Ch 18-19)

Week 15 Summary and Review/

Final Exam

BUS450: SUPPLY CHAIN MANAGEMENT (4 credit hours)

Instructor: Su-Lin CHUNG, PhD

Office hours: Tuesday 15:00-17:00, Wednesday 13:00-14:00 Office: A12

Email: csulin13@aiu.ac.jp

Semesters: Spring

DESCRIPTION: 'Supply chain' is a chain structure of supply activities connecting customers, retailers, wholesales, manufacturers, and material suppliers. Supply chain management involves coordinating and integrating the supply chain flow both within and between companies. The objective is to make the supply chain flow move more efficiently and reach a level of dynamic optimization even in a changeable market. The course covers the systematic outline of supply chain management in 4 parts: purchasing, operations, distribution and integration. Our analysis of case studies in the practice of supply chain management by Japanese companies will bring our studies of this important subject to life.

OBJECTIVES: By the end of this course, students will:

1. Understand the innovation and trend of chain structure in the supply activities that connect customers, retailers, wholesales, manufacturers and material suppliers.
2. Then, understand how to manage a supply chain.

STUDY MATERIALS:

<Textbook>

Wisner, Joel D. G. and Keong Leong, Keah-Choon Tan. Principles of Supply Chain Management, Thomson Corporation, 2005. (ISBN: 0324191871).

<Reference books and Materials>

1. Miwa, Yoshiro Miwa, 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.
3. Japan Management Association. Kanban Just-in-Time at Toyota : Management begins at the workplace. Cambridge: Productivity Press, 1989.

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 learn through lectures, discussions, readings, multi-media presentations, field trips, and working with various online resources. Course related materials 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/>

SCHEDULE:

- 1st Week Introduction to Supply Chain Management
- 2nd Week Purchasing Management
- 3rd Week Creating and Management
- 4th Week Strategic Sourcing for Successful Supply Chain Management
- 5th Week Demand Forecasting and Collaborative Planning, forecasting, and Replenishment
- 6th Week Aggregate Planning and Inventory Management
- 7th Week Enterprise Resource Planning Systems
- 8th Week Just-in Time and Total Quality Management Issues in Supply Chain Management/ Mid-term examination
- 9th Week Domestic and International Transportation
- 10th Week Customer Relationship Management
- 11th Week Facility Location Decisions
- 12th Week Service Response Logistics
- 13th Week Written Paper (A4, 3-4 pages) and Oral Presentation (20- minutes)
- 14th Week Supply Chain Process Integration
- 15th Week Summary and Review/ Final Examination

BUS475 CASE STUDIES II (ASIA II)

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

DESCRIPTION:

The focus of the course is on transitions in the macroeconomic and business microeconomic environments of Japan, Korea, Malaysia, Singapore, Thailand, Philippines, and Indonesia. The diverse business cultures and practices in these current and future growth centers of the global economy have been experiencing significant transformation. The course will help students understand how doing business in the region is affected by these changes. Through case study analyses, students will learn how to apply basic skills and knowledge learned in previous business courses in the context of business in Asia. Case analyses will focus on business planning, administration, investment, risk management, marketing, and entrepreneurship.

OBJECTIVES:

Students will acquire knowledge of unique business practices and political economies of major economic centers of the Asian region, as well as learn how to apply analytical and managerial skills and knowledge in the areas of finance, investment, marketing, entrepreneurship and risk management in the Asian context.

STUDY MATERIALS:

<**Textbook**> None, but the first two books listed below frequently will be a source of reading assignments. Both are available at the AIU library, as are the others.

<Reference books, readings and other information>

All books and materials are available at AIU library or respective Websites

- (1) Kahal, Sonia. Business in Asia Pacific: Text and Cases. Oxford, 2001.
- (2) Lasserre, P. and Schutte, H. Strategies for Asia Pacific 3rd edition, Palgrave Macmillan 2006.
- (3) Andrews, Tim, N Chompusri, et al. The Changing Face of Multinationals in Southeast Asia. Routledge, 2003.
- (4) Backman, M and Butler, C. Big in Asia, Palgrave Macmillan, 2004
- (5) Singh, K, Pangarkar, N. and Heracleous, L Business Strategy in Asia: A Casebook. (2nd ed) , Thomson Learning Asia, 2003
- (6) Jeynes J.: Risk Management: 10 Principles, Butterworth Heinemann, 2002
- (7) Kao, R.W.K. Entrepreneurship and enterprise development in Asia, Prentice Hall, 2001
- (8) Kono, T. & Clegg, S. Trends in Japanese Management: Continuing Strengths, Current, Palgrave Macmillan, 2001

- (9) Chang, S J. Financial Crisis and Transformation of Korean Business Groups: the Rise and Fall of Chaebols, Cambridge Univ. Press 2003
- (10) Lau, C M, Wong, C S, et al. Asian Management Matters: Regional Relevance and Global Impact, World Scientific Pub. 2000
- (11) APEC HRD-WG Training Textbook. Innovations in Entrepreneur Development, (<http://www.apec.org/apec/publications/>)
- (12) Dunung, S P. Doing Business in Asia, Jossey-Bass Publishers, 1998
- (13) World Bank. Doing Business in East Asia and Pacific (<http://www.doingbusiness.org/Downloads/>)
- (14) The Economist. Country Briefing / EIU. (<http://www.economist.com/countries/>)
- (15) JETRO, Investing in Japan and Why? (<http://www.jetro.go.jp/en/invest/whyjapan/>)
- (16) KOTRA , Invest Korea (http://www.investkorea.org/index.jsp?SITE_ID=KISC&LANG=2&MENU_ID=2678)
- (17) International Enterprise Singapore: (<http://www.iesingapore.gov.sg/wps/portal>)
- (18) MIDA. Why Malaysia?: (<http://www.mida.gov.my/>)
- (19) Thailand BOI, Why Thailand?, (<http://www.boi.go.th/english/>)
- (20) Philippines Dep't of Trade and Industry. Trade and Investment, (<http://www.dti.gov.ph/>)
- (21) Philippine Board of Investment. Why do business in the Philippines, (<http://www.boi.gov.ph/>)
- (22) Other materials for individual companies: on Website or by handouts

ASSESSMENT:

Homework assignments/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, 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 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 working in the subject Asian countries, if appropriate resource person(s) are available.

SCHEDULE:

<Week 1>

Themes: Overview of Asian economies and business environment: Asian Miracle and Crisis

Readings and References:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chaps 1 and 2, and Cases Studies in these chapters.
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg.1-20

<Week 2>

Themes: Overview of Asian economies and business environment: Post Crisis

Readings and References:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chaps 3 and 4., and Case Studies in these chapters.
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg.26-34.
- (3) Andrews and others. The Changing Face of Multinationals in Southeast Asia: pg.17-32

<Week 3>

Themes: Country Business and Economic Environment: Japan and Korea

Presentation assignment: (i) What are the unique economic and business environments of the country? and (ii) what are the major advantages and disadvantages of doing business in the country?

Readings and References:

For Japan:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg80-87)
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg103-118
- (3) JETRO Website, Investing in Japan and Why?:

<http://www.jetro.go.jp/en/invest/whyjapan/>

- (4) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

For Korea:

- (5) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg87-95)

- (6) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg118-126
- (7) KOTRA Website, Invest Korea
http://www.investkorea.org/index.jsp?SITE_ID=KISC&LANG=2&MENU_ID=2678
- (8) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

<Week 4>

Themes: Country Business and Economic Environment: Malaysia and Singapore

Presentation assignment: (i) What are the unique economic and business environments? and (ii) what are the major advantages and disadvantages of doing business in the country?

Readings and References:

For Malaysia

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg96-101)
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg126-136
- (3) MIDA Website, Why Malaysia?: <http://www.mida.gov.my/>
- (4) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

For Singapore

- (5) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg101-105)
- (6) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg126-136
- (7) International Enterprise Singapore Website: Various articles (to be determined)
<http://www.iesingapore.gov.sg/wps/portal>
- (8) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

<Week 5>

Themes: Country Business and Economic Environment: Thailand, Philippines and Indonesia

Presentation assignments: (i) What are the unique economic and business environments? and (ii) what are the major advantages and disadvantages of doing business in the country?

Readings and References:

(For Thailand)

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg74-80)
- (2) Thailand Board of Investment Website, Why Thailand?: <http://www.boi.go.th/english/>
- (3) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

(For Philippines)

- (4) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg109-113)
- (5) Dep't of Trade and Industry, Trade and Investment: <http://www.dti.gov.ph/>
- (4) Philippine Board of Investment Website, Why do business in the Philippines:
<http://www.boi.gov.ph/>
- (5) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

(For Indonesia)

- (6) Kahal. Business in Asia Pacific: Text and Cases: Chap 5 (pg113-117)

(7) Indonesia's Investment Coordinating Board Website: Articles (TBD)

<http://www.bkpm.go.id/en/index.php>

(8) The Economist. Country Briefing/EIU <http://www.economist.com/countries/>

<Week 6>

Themes: Asian Business Culture, Philosophies, and Practices: Overview

Presentation assignments: (i) Why do the Western firms face greater cultural problems when doing their business in Asia? and(ii) what are they supposed to do in Asian business cultures and norms?

Readings and References:

(1) Kahal. Business in Asia Pacific: Text and Cases: Chap 6 and Case Studies in the chapter.

(2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: pg.160-187

<Week 7>

Themes: Japanese Business: Culture and Practices

Presentation assignments: (i) What are the unique styles of Japanese companies in management compared to its Western stile? And (ii) why did the case companies fail or succeed in the Japanese market?

Readings and References:

(1) Kahal. Business in Asia Pacific: Text and Cases: Chap 7 and Case Studies in the chapter

(2) Kono and Clegg. Trends in Japanese Management: Continuing Strengths, Current Problems and Changing Priorities: Chap 1

<Week 8 >

Themes: Korean Business: Culture, Philosophies, and Practices

Presentation assignments: (i) What are the unique styles of Korean companies in management compared to its Western stile? and (ii) why did the case companies fail or succeed in the Korean market?

Readings and References:

(1) Kahal. Business in Asia Pacific: Text and Cases: Chap 8 and Case Studies in the chapter

(2) Chang. Financial Crisis and Transformation of Korean Business Groups: the Rise and Fall of Chaebols: Chaps 4 and 7

<Week 9>

Themes: Overseas Chinese Business Culture and Practices

Presentation assignment: (i) What are the unique styles of Overseas Chinese companies in management compared to its Western stile? and (ii) why did the case companies fail or

succeed in the country ?

Readings and References:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 9 and Case Studies in the chapter.
- (2) Lau, Wong and others. Asian Management Matters: Regional Relevance and Global Impact. Part One (pg1-46) and Case Studies in the chapters.

<Week 10>

Themes: Strategy Formulation for Asia: Overview and Risk

Presentation assignments: (i) What are potential risks of doing the case businesses? and what should they do against the risks?

Readings and References:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 10 and 11 and Case Studies in the chapters.
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: Pg35-61
- (3) Singh and Pangarkar. Business Strategy in Asia: A Casebook: Cases to be selected
- (4) Jaynes: Risk Management: 10 Principles

<Week 11>

Themes: Business Strategies: Methods of Entry and Finance

Presentation assignments: To be determined

Readings and references:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 12 and Case Studies in the chapter.
- (2) Backman and Butler. Big in Asia: Part I (pg1-62)
- (3) Singh and Pangarkar. Business Strategy in Asia: A Casebook: Cases to be selected

<Week 12>

Themes: Business Strategies: Marketing

Presentation assignments: To be determined

Readings and references:

- (1) Kahal. Business in Asia Pacific: Text and Cases: Chap 13 and Case Studies in the chapter.
- (2) Lasserre and Schutte. Strategies for Asia Pacific 3rd edition: Pg62-102
- (3) Andrews & others. The Changing Face of Multinationals in Southeast Asia: pg.187-279

<Week 13>

Themes: Business Strategies: Entrepreneur

Presentation assignments: To be determined.

Readings and references:

- (1) Singh and Pangarkar. Business Strategy in Asia: A Casebook: Chapter 14, and Case Studies in the chapter.
- (2) Kao, R.W.K. Entrepreneurship and enterprise development in Asia, Chap 2 and 3
- (3) APEC HRD-WG. Innovations in Entrepreneur Development: (Available at APEC Website) Cases to be selected

<Week 14 and 15>

Final Project presentations and Discussions

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

BUS480 CASE STUDIES III (EUROPE)

Instructor: Hideya TAIDA

Email: taida@aiu.ac.jp

Office: TBD

Semester: Spring

DESCRIPTION:

The course begins with focus on the historical development and present structure of the European Union (EU). Prominent political and business leaders from Tokyo will visit class to speak about Japan-EU political relations, Japanese banking in the EU, Japanese firms in the EU, and EU firms in Japan. Other themes to be explored are the new 'E-Generation,' the birth and significance of the euro, the European social model, and the EU and military force. Case study analyses will focus on Japanese firms in EU and on EU firms in Japan. Students will be required to research outside sources to prepare for analysis of nine case studies. Preparations must be completed before coming to class. The case studies are: Ecco, Ihla, Nissan Motors, A P Mohler, GE, Airbus v. Boeing, Marubeni, and two others to be announced later. In addition to a wide range of reading assignments, students will be expected to make substantial use of online and conventional media sources to search for recent news articles that either support or refute the hypotheses put forth in our textbook. The instructor will rely on his long experience as board member and CEO of European operations of one of Japan's largest trading companies, to give real life to the study of the EU.

OBJECTIVES:

Upon completion of the course, students will: (1) understand the history and present organizational and governance structure of the EU, (2) have developed through case study analysis, a good understanding of the opportunities and risks of doing business in the EU, and (3) be able to develop a reasonable forecast of the future of the EU, substantiated and documented by the knowledge obtained during this semester.

STUDY MATERIALS:

<Textbook>

Reid, T R. The United States of Europe: The New Superpower and the End of American Supremacy. Penguin Press, 2004.

<Reference books, readings and other information>

Hill, Charles. International Business. McGraw-Hill.

Fontaine, Pascal. Europe in 12 Lessons.

Williams, Bonnie. The Communication Gap (original English transcripts from publisher)

<Useful Websites>

http://europa.eu/index_en.htm

http://www.europarl.europa.eu/news/public/default_en.htm

ASSESSMENT:

News Brief Analyses (NBAs) of current events (30%)

Class participation (20%)

Term paper (20%)

Final exam (30%)

ACADEMIC PREPARATION:

Before taking this course, students should have completed Accounting, Macroeconomics, Microeconomics, Financial Management, Management Principles and Practices, and Principles of Marketing, 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 generally will be a combination of lecture, class discussion, and case study work, probably done in teams. The first part of the semester is intended to provide students with fundamental knowledge needed to do case analyses. The tentative schedule is: During weeks 3, 6, 9, and 12, prominent guest lecturers from Tokyo will visit class to speak on various topics related to our main themes (refer to course Description, above). During weeks 2, 4, 5, 7, 8, 10, 11, 13, and 14 students will be mostly analyzing cases of Japanese firms in the EU and EU firms in Japan (for details, refer to course Description, above, and Schedule, below). The schedule is subject to slight changes.

SCHEDULE:

April 12 (Thursday) History and Structure of EU

April 20 (Friday) Widening of the Atlantic Ocean [C1: Ecco]

April 26 (Thursday) Guest Speaker: EU and Japan Political Relations

April 27 (Friday) Invention of Peace and Pursuit of Prosperity [C2: Iittala]

May 10 (Thursday) Birth and Significance of the EURO [C3: TBD]

May 24 (Thursday) (June 6, 7) Guest Speaker: Japanese Banking in the EU

May 25 (Friday) The European Social Model [C4: Nissan Motors]

June 7 (Thursday) New 'Generation E' [C5: A P Moller]

June 8 (Friday) Guest Speaker: EU Firms in Japan

June 28 (Thursday) EU and Military Force [C6: TBD]

June 29 (Friday) EU Influence Over Non-EU Businesses [C7: GE]

July 5 (Thursday) Guest Speaker: Japanese Firms in the EU

July 6 (Friday) Emergence of an Equal Partner [C8: Airbus v. Boeing]

July 19 (Thursday) Lessons Learned by a Japanese Executive in the EU [C9: Marubeni]

July 20 (Friday) Final Exam; Term Papers due

MKT420 INTERNATIONAL MARKETING (4 Credit hours)

Instructor: Hiromi MAENAKA, Ph.D.

Office hours: T& Th 10:30-12:00

Semester: Spring

Office: A4

email: maenakah@aiu.ac.jp

Meeting times: T & T 16:00-17:50

DESCRIPTION: International marketing expands on concepts learned in a typical marketing principles course and applies those concepts in the context of diverse and dynamic global environments. The student is introduced to ways the global marketing environment differs from the concept of domestic market in terms of economic, social, cultural, legal, political and regulatory factors. The general framework of marketing strategies will be used for understanding consumer behavior, selecting a target market, entering the market, and making the marketing mix decisions. Based on this framework, a number of cases will be analyzed to help students understand applications of international marketing principles and concepts.

OBJECTIVES: After successful completion of the course, students will be able to:

- (1) Understand how differences in global economic, cultural, social, political, and legal environments influence marketing decisions.
- (2) Know how to find information about specific international markets and analyze opportunities and threats for developing target and entry strategies.
- (3) Apply received skills to design specific product, price, distribution, and promotion international marketing strategies.

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, and principles of marketing.

POLICIES: Students are expected to participate in all class sessions. All assignments must be completed to receive a passing grade. Acts of plagiarism or other forms academic dishonesty will be dealt with harshly.

STUDY MATERIALS:

<Textbook>

Keegan, Warren J. and Mark C. Green. Global Marketing, 4th ed. Prentice Hall, 2005.

Additional readings will be assigned.

ASSESSMENT:

Quizzes: 30%

Case Analyses: 20%

Project paper: 30%

(Developing and writing a global marketing plan - 20%)

(Presentation of the project - 10%)

Participation: 20%

Case Analyses: Students will analyze several cases, and should prepare to lead the case discussions. The instructor will select one case to be written up and turned in after class discussion. The analysis should be 2-3 pages in length, and include: Situation Analysis, Problem Statement, Alternative Actions, Decision and Justification, and an Implementation plan.

Project paper: The student must formulate a plan for a local firm to export its product(s) to a country to which it is not currently exporting. The paper should consist of two parts: a Situation Analysis and a Marketing Plan, and should be between 15 and 20 pages in length, plus references and appendices. This project requires substantial research and must include at least 10 cited references. Students will present their projects in class, respond to critiques by their classmates, and be evaluated by the instructor. Further details will be provided in class.

General guidelines for writing assignments: (1) Typed, double spaced, consistent use of headings, and citations. (2) Avoid plagiarism, and in case that you use someone else's words or ideas, follow appropriate college referencing rules. (3) Be clear about what you think and present.

Grading criteria:

- (1) Clarity and focus
- (2) Integration and demonstration of what you learned from the course.
- (3) Quality and quantity of references.
- (4) Adequacy and strength of analysis, discussion, and conclusion.
- (5) Organization, format and writing style (APA).

Participation: Evaluated based on quality and frequency of contribution to class activities and discussions.

ACADEMIC PREPARATION: Students should have successfully completed, at a minimum, college courses in algebra, statistics, macroeconomics, microeconomics, financial accounting, management principles, principles of marketing, or their equivalents.

COURSE FORMAT AND ACTIVITIES: Lectures, class discussions, and

presentations of written reports and group projects.

SCHEDULE:

	<u>Topic</u>	<u>Assigned Reading</u>
Week 1	Orientation to the course Introduction to Global Marketing	Ch. 1
Week 2	The Global Economic Environment The Global Trade Environment	Ch. 2 Ch. 3
Week 3	Social and Cultural Environment	Ch. 4
Week 4	The Political, legal, and Regulatory Environments	Ch. 5
Week 5	Segmentation, Targeting, and Positioning	Ch. 7
Week 6	Importing, Exporting, and Sourcing	Ch. 8
Week 7	Licensing, Investment, and Strategic Alliances	Ch. 9
Week 8	Product and Brand Decisions	Ch. 10
Week 9	Pricing Decisions	Ch. 11
Week 10	Global Marketing Communication I: Advertising & PR	Ch. 13
Week 11	Global Marketing Communication II: SP, Personal Selling, etc.	Ch. 14
Week 12	Global Marketing Channels and Distribution	Ch. 12
Week 13	Strategic Element of Competitive Advantage	Ch. 15
Week 14	The Digital Revolution and the Global E-commerce Project paper due.	Ch. 17
Week 15	Course summary and project presentations.	

Notes: The class schedule may change depending on student needs.