Course name: Japanese Business
Course number: BUSI 2005 TOJA
Programs offering course: Summer Japanese Studies
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Summer 2020

Course Description
In this course students will gain an understanding of modern Japanese business systems from macro, meso and micro perspectives. The course explores the areas of comparative advantages of Japan and their historical, institutional, and sociocultural foundations. The course also explores how global, regional, and local forces shape business practices and policies.

Learning Outcomes
By completing this course, students will:
- Gain understanding of Japanese business systems in its socio-cultural, political, micro- and macro-economic contexts
- Gain understanding of the mechanisms that drive relationships between key stakeholders such as public and private institutions, employees, suppliers, and customers
- Gain understanding of the main principles of business communication among stakeholders, for example employment relationships, negotiation processes, and expectations for leaders
- Gain basic understanding of key aspects in Japanese business culture

Course Prerequisites
None, however prior familiarity with management principles and the Japanese economy / business systems is encouraged.

Methods of Instruction
This course will be taught using readings, lectures, discussions / debates, video, presentations, and a field trip.

Assessment and Final Grade
Class Participation: 20%
Essays: 15%
Quizzes: 15%
Final paper: 25%
Final exam: 25%

Course Requirements

Class Participation:
You are expected to follow CIEE’s attendance and participation policies as outlined in the CIEE Academic Manual for students.

**Essays:**
You will be assessed on your progress in the course through 375-word essay assignments.

**Quizzes:**
You will be assessed on your progress in the course through in-class quizzes.

**Final Paper:**
You will submit a final paper of 2,000 – 2,500 words on a topic of your choice, subject to the instructor’s approval.

**Final Exam:**
Closed books exam covering topics covered throughout the class.

**Weekly Schedule**

**Week 1**
1.1  
Course overview

**Week 2**
2.1  
Japan’s postwar economy: from economic miracle to structural low growth; key impacts on macro-economic, managerial, societal and demographic vectors  

2.2  
Positioning of Japan in the world system – Japan’s roles in global and regional organizations – political and regulatory environment  
*Quiz*

2.3  
Key actors in the business structure – corporate governance and its evolution  
Reading: Witt, MA, (2014) Japan coordinated capitalism between institutional changes and structural inertia

2.4  
Fieldtrip (location TBD)  
*Due: 375-word essay*
Week 3

3.1 Work culture – impact of national and organizational culture on business organization, strategies and practices – group orientation, hierarchy, diffuse obligations in Japanese society

3.2 Human resource management (HRM) in Japan – education system and HRM – internal labor market – long-term, relationship based psychological contract

3.3 Changes in managerial culture – Japan’s strengths and weaknesses of managerial culture regarding diversity and individualization – external labor market – non-permanent employment – women and foreigners in the labor market
Due: 375-word essay

Week 4

4.1 Principles of production organization and knowledge management – Kaizen and Toyota – Evolution of the supply chain: globalization and diversification
Quiz

4.2 Innovation in the national system – basis of creativity

4.3 Challenge of the internationalization of the knowledge management system
Due: 375-word essay

Week 5

5.1 Management of internal and external relationships – responses to the challenge of competitiveness and profitability – organic and external growth strategy
5.2 Entrepreneurship in Japan – development of the start-up business model and venture capital industry
Reading: Schäfer, S and C. Storz, Rigidity and Change in the Japanese Venture Economy, in P. Haghirian
Innovation and change in Japanese management, Palgrave-Macmillan, pp. 39-58

5.3 Characteristics of the Japanese market – consumer behavior and market segmentation
Quiz
DUE: Final paper
Reading: Marutschke, D, (2012) Continuous improvement strategies: Japanese convenience store
systems, Palgrave Macmillan Asian Business series

Week 6
6.1 Case study related to marketing strategy

6.2 Case related to corporate culture

6.3 Final exam

Course Materials


Fujimoto, (2007) Competing to be really, really good, Tokyo: International House of Japan


Management processes in the 21st Century?, in P. Haghirian Innovation and change in Japanese
management, Basingstoke Palgrave-Macmillan


Studies Series*


*recommended reading

**Useful websites**
The Japan Institute for Labour Policy and Training: http://www.jil.go.jp


Japan Management Association: http://www.jma.or.jp

Works Institute: http://www.works-i.com

Nihon Keidanren: www.keidanren.or.jp