

< 科目名 Subject > Japanese Management B

< 担当者 Instructors > Celia Umali

< 授業の到達目標及びテーマ Class Theme >

Strategic Management of Japanese Firms

< 授業の概要 Summary >

In this lecture, we will study the strategies that firms adopt to be able to compete and survive in a fast changing global marketplace. In particular, we will discuss about the operation and management of firms that engage in international business. To have a better understanding of the different business models, we will look at the global strategies of Japanese firms.

< 授業計画 Class Plan >

第 1 回 : Introduction: Changing business environment in Japan and Asia

第 2 回 : Motivations of international business firms

第 3 回 : Global strategy of Japanese firms

第 4 回 : Strategy and the firm: choosing a strategy

第 5 回 : Entry strategy: entry decisions, entry modes and selection

第 6 回 : Strategic alliances: forms, advantages and disadvantages

第 7 回 : Export/import strategy

第 8 回 : Global manufacturing: where to produce and outsourcing decisions

第 9 回 : Materials management and logistics

第 10 回 : Global marketing: 4P's of marketing

第 11 回 : Same

第 12 回 : Global human resource management: staffing policy

第 13 回 : Report Presentation

第 14 回 : Report Presentation

第 15 回 : Report Presentation

< 評価方法 Evaluation >

Final Report 60%

Attendance/class participation /assignments 40%

< 参考文献 References >

John Daniels and Lee Radebaugh, International Business: Environment and Operations, Prentice Hall, 2001.

Charles Hill, Global Business Today, McGraw-Hill, 2009

Michael Porter, et. al. Can Japan Compete, Perseus Press, 2000.