CASES IN JAPANESE MANAGEMENT  2 credits (Spring)
ケーススタディ・日本のビジネスマネジメント  2 単位（春学期）
Decision Making and Strategic Thinking in the J-Firm
講座 ハギリアン, パリッサ

Course Description:
This course focuses on elementary strategic aspects of Japanese corporations. It aims to develop strategic thinking in a Japanese market context and will provide students with an opportunity to sharpen their written and oral presentation competencies. Utilizing a teaching approach that mixes cases, class discussions and group workshops, students will learn key concepts and tools used in solving marketing and management problems in the Japanese market context.

The course aims to:
• Teach students on how to deal with complex business situations in an international setting
• Improve students ability to understand the particularities of the Japanese market
• Train students analytical skills and their ability to present research results to a wider audience
• Train their communication skills in a cross-cultural team

Textbooks:
The text book is essential for the class and can be bought in the book shop.

Course Plan:
1  Course Coordination
2  Introduction to Working with Case Studies
3  Differences between Strategies and Operations
4  Entering the Japanese Market – Wal-Marts Adventures in Japan
5  Entering the Japanese Market – How eBay got outbid – Initial failure and market re-entry in Japan
6  Entering the Japanese Market – Nintendo, the 800 Pound Gorilla returns
7  Entering the Japanese Market – Seven Eleven Japan and the New Keiretsu
8  Marketing Management in Japan – Rise and Fall of the Japanese Luxury Market
9  Marketing Management in Japan – Toyota Lexus; Number One Abroad but Struggling at Home
10 Dealing with Crisis – Schindler Elevators and the Challenges of the Japanese Market
11 Dealing with Crisis – Lost in Translation: Toyota and the Recall Scandal
12 Cross-cultural Encounters – Being Polite in Japan
13 Cross-cultural Encounters – Cultural Challenges in the Archery Club
14 Future Technologies – Japanese Car Wars and the Future Race for Technology

Other Summary and Feedback
Lecturer’s Comments to Students:
The majority of meetings will be held in a seminar format. Students are expected to attend classes and participate actively in class discussion. Students will form students’ groups and work on a case study on Japanese Management. Students are required to prepare a case study report and a supporting presentation on their topic. Accordingly, attendance and participation in class discussions will be critical to the success of this course and will also determine students’ grades.

Method of Evaluation:
Case Study Presentation  (40%)
Case Study Paper  (40%)
Participation and Attendance  (20%)