Course title: Japanese Business
Course code: BUSI 2005 TOJA
Programs offering course: Summer Japanese Studies
Language of instruction: English
U.S. semester credits: 3.00
Contact hours: 45.00
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 Objectives
By completing this course, students will:

- Relate Japanese business systems to their socio-cultural, political, micro- and macro-economic contexts
- Deconstruct 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
- Apply the understanding of key aspects in Japanese business culture to case studies

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.

Course schedule is subject to change due to study tours, excursions, and local holidays. Final schedules will be included in the final syllabus provided to students on site.

Assessment and Final Grade

1. Essays 15%
2. Quizzes 15%
3. Final Paper 25%
4. Final Exam 25%
5. Class Participation 20%
Total 100%

Course Requirements

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.

Class Participation

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

Weekly Schedule

Week 1
Class: 1.1 Course Overview

Week 2
Class: 2.1 Japan’s postwar economy

From economic miracle to structural low growth; key impacts on macro-economic, managerial, societal and demographic vectors


Class: 2.2 Positioning of Japan in the world system

Japan’s roles in global and regional organizations – political and regulatory environment


Quiz

Class: 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

Class: 2.4 Fieldtrip (location TBD)

Due: 375-word essay

Week 3
Class: 3.1 Work Culture

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


Class: 3.2 Human resource management (HRM) in Japan

Education system and HRM – internal labor market – long-term, relationship based psychological contract


Class: 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

Reading: Shimizu, S. (2014) Japanese-style management: from crisis to reformation in the age of
Abenomics

Week 4

Class: 4.1 Principles of production organization and knowledge management

Kaizen and Toyota – Evolution of the supply chain: globalization and diversification

Quiz

competitiveness in the Japanese auto industry, pp. 105-126

Class: 4.2 Innovation in the national system – basis of creativity

management for a globalized world, pp. 97-135

Class: 4.3 Challenge of the internationalization of the knowledge management system

Due: 375-word essay

Their Knowledge Management processes in the 21st Century?, pp. 199-220

Week 5

Class: 5.1 Management of internal and external relationships

Responses to the challenge of competitiveness and profitability – organic and external growth
strategy


Class: 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

Class: 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

Class: 6.1 Case study related to marketing strategy

Class: 6.2 Case related to corporate culture

Class: 6.3 Final Exam

Course Materials
Readings


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


*recommended reading

Online Resources

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