

Course Schedule Information

Course Code	881192
Semester	Fall and Winter Term
Day and Period	Wed2
Course Name (Japanese)	Global Business Dynamics
Course Name	Global Business Dynamics
Capacity	0
Room	Graduate School of Law and Graduate School of Economics/Room4
Course Numbering Code	88INES9U100
Required/Optional	
Type of Class	Lecture Subject
Credits	2.0
Student Year	1,2,3,4,5,6
Instructor	Heejin KIM
Course of Media Class	Not Applicable

※About Course of Media Class
 "Course of Media Class" are classes in which more than half of the classes are held in places other than classrooms by making advanced use of various media.
 Undergraduate students can include up to 60 credits in media class course as requirements for graduation.
 Even if this is not the case, we may hold classes using the media.

Detailed Syllabus Information

Course Subtitle	Japanese multinationals in the global market		
Language of the Course	English		
Learning Methods	Listening and watching face-to-face/online class: Listening and watching a lecture, video, or demonstration, face-to-face or via online (e.g., attending a face-to-face lecture, watching an on-demand video) Discussion: Learning through question-and-answer interactions and exchanges of opinions among students and between students and the instructor (e.g., pair/group discussion, online chat, one-on-one guidance for writing an academic paper)		
Course Objectives	To understand various topics of Japanese multinational companies in the global market as well as basic knowledge of international business management		
Learning Goals	1	Understand the basic concepts and knowledge of international business	
	2	Develop your own perspective on global political/economic change and corporate activities	
	3	Train yourself to have your own opinion on a certain issue and make an effective communication of it with others	
Requirements, Prerequisites			
Attendance and Student Conduct Policy			
Class Plan	1st	Title:Class Guidance	
		Explain overall lecture structure and flow for the semester	
		Instructor :	
		Independent Study Outside of Class :	
	2nd	Title:Why firms go abroad	
		How Japanese automobile companies expanded to the U.S. markets	
		Instructor :	
		Independent Study Outside of Class : Students preview next week's lecture material and search/prepare class discussion topics and questions.	
	3rd	Title:How Japanese culture different from others	
		Hofstede' research on national culture difference	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	4th	Title:How Japanese business culture different from others	
		The culture map	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	5th	Title:Global strategy of Japanese multinationals	
		How Japanese companies' global strategy differ from European and American counterparts and why	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	6th	Title:Japanese companies' management system and knowledge transfer to overseas subsidiaries	
		Why international knowledge transfer is difficult and how to deal with it	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	7th	Title:Why Japanese multinationals use many expatriates in their global management	
		Managing expatrites and local managers	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	8th	Title:Why to choose International joint venture	
		Cases of Japanese multinations' joint venture in China market	
		Instructor :	
		Independent Study Outside of Class : Same as above	
	9th	Title:Why Japanese multinationals struggled in emerging markets	
The different challenges in developed and emerging markets			
Instructor :			
Independent Study Outside of Class : Same as above			
10th	Title:How to manage in BoP (Bottom of the Pyramid) markets		
	Cases of Japanese multinationals in rural Asian and African markets		
	Instructor :		
	Independent Study Outside of Class : Same as above		
11th	Title:Emerging market giants expanding in Japan markets		
	How Chinese companies expand in Japan market and what their challenges are		
	Instructor :		
	Independent Study Outside of Class : Same as above		

	12th	Title:Language strategy of Japanese multinationals					
		Which language to choose when manage overseas subsidiaries					
		Instructor : Independent Study Outside of Class : Same as above					
	13th	Title:Japanese multinationals' corporate social responsibility in the global markets					
		Ethics and responsibilities of MNCs					
		Instructor : Independent Study Outside of Class : Same as above					
	14th	Title:Future challenges of Japanese multinationals					
		Changes in the global market environments and survivals of Japanese multinationals					
		Instructor : Independent Study Outside of Class : Same as above					
	15th	Title:Summing up and wrap-up discussions					
		Wrap-up discussions					
		Instructor : Independent Study Outside of Class : Same as above					
Textbooks		The instructor will upload lecture materials (PDF) to CLE beforehand					
Reference							
Grading Policy *Hover the mouse over the number of a learning goal to view the full text of it.		Evaluation Methods	Final exam				
		Learning Goals1	○				
		Learning Goals2	○				
		Learning Goals3	○				
		Allocation of Marks	100%				
Additional Information on Grading							
Reasonable Accommodation		· If you need reasonable accommodation to participate in this class due to disability (including intractable disease and chronic condition), please contact the office for students with disabilities (e.g., Educational Affairs Section, Academic Affairs Section, Student Affairs Section) at your school/faculty or graduate school, or the Disability Advisory and Support Service Office of the Health and Counseling Center. · For more information, please visit the following website or contact the Disability Advisory and Support Service Office of the Health and Counseling Center. Website : https://acs.hacc.osaka-u.ac.jp Tel : 06-6850-6107 E-mail : campuslifekenkou-ac@office.osaka-u.ac.jp					
Special Note							
Office Hours							
Course Conducted by Instructors with Practical Experience							

Instructor(s)

Instructor Name	Name (hiragana)	Affiliation, Title, Course	Office	Extension	E-mail
Heejin Kim		Professor, Graduate School of Economics			kim@econ.osaka-u.ac.jp
Heejin Kim		Professor, Graduate School of Economics			kim@econ.osaka-u.ac.jp

Cautions for Students

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