

Osaka Gakuin University 2023-24 Spring Semester

## Japanese Technology Companies

### Instructor :

Kyoichi Okada

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Lesson: Monday & Wednesday 13:30-15:15  
Office Hours : By appointment  
Subject code : 2038

### Course Description:

After the “Lost 20 years” following the collapse of the bubble economy of the 90’s, and the Lehman shock in 2008, Japan is now getting through the long tunnel lead by ABENOMICS by the 2nd Abe Administration followed by Kishida’s new cabinet since 2021.

Japanese history shall be illustrated from the point of economical view, and students will come to understand the overview of Japanese technology companies in the first several weeks of the class.

This class introduces Japanese technology companies and looks at the basic principles of management that have been the immortal DNA of those enterprises by picking up two major famous companies, Panasonic, and KYOCERA. Panasonic, founded by Mr. Konosuke Matsushita, became a world-famous electronics company. KYOCERA, founded by Mr. Kazuo Inamori, has become one of the top firms in the field of electrical Fine Ceramic components. Those companies have their own original management philosophy in common, and students will come to understand the key points of these philosophies.

This class includes Field Trips to visit some technology companies. Students are expected to be positive to get valuable experiences through real activities.

### Resources

Some books will be suggested as reference in the class. Hand-outs will be provided as required.

### Evaluation

- Class Attendance **(35%)**
- Participation **(35%)**
- Essay **(30%)**

**Note:** Evaluation method may change at the instructor’s discretion, depending on class activity and other factors.

### Notes:

This includes excursions off-campus. (Dates to be decided)

### Course Schedule:

Week 01: Introduction ~ Course Overview  
Week 02: Overview ~ Japan, its History, Society, and Economy  
Week 03: Overview ~ Japanese Economy and Companies in the world  
Week 04: Overview ~ Japanese Technology Companies Facing a Wall  
(Case Study: *SAMSUNG’s Impact on Japan*)  
Week 05: Class Project ~ Overview, Indication, and Grouping  
Week 06: Basic Principles ~ Definitions and major works  
(*Panasonic, KYOCERA, TOYOTA, HONDA*)  
Week 07: Panasonic ~ Outlook, History, and The Founder Matsushita  
Week 08: Panasonic ~ Basic Principles of Management  
Week 09: Panasonic ~ Practical Management Philosophy  
Week 10: Field Visit to Company (TBD)\*  
Week 11: KYOCERA ~ Outlook and its Basic Principles  
Week 12: KYOCERA Philosophy  
Week 13: Class Project ~ Group Discussion for the presentation  
Week 14: Group Presentation and Wrap Up

\*Field Visits to Company:

Companies and the date of visits will be set according to conditions of the company. Supposed options are the following:

*Panasonic*: Half day, Osaka City, or Kyoto City

*KYOCERA*: Half day, Kyoto City

(Transportation fee shall be required)