

Japanese Business: Business Case Studies

Instructor :

Yuko Teramura

E-mail: yukoteramura@yahoo.co.jp
Lesson : Tuesday, Thursday 12:50-14:20
Office: N/A
Office Hours : After class or upon consultation
Subject code : 1035

Course Description:

This is an introductory course introducing Japanese businesses, and their products and services. We will look at how these products and services link to culture and life style. In this class, business systems and products unique to Japan will be introduced, analyzed and discussed. Topics include: convenience stores, banking and ATM services, expensive bonds when apartments are contracted, overhead costs which almost double the cost of a used car, the punctuality of trains, high-tech automated ticket gate, the high quality of goods in hundred-yen stores and its distribution channels, cigarette and alcoholic beverages vending machines, cute stationery and designs of products including strange English on them, as a marketing tool.

Resources

The teacher provides hand-outs for every class.

Evaluation

The class consists of lecture, discussion, and assignment.

The grade will be given based on the participation in the lecture and discussions (25%), homework assignments (25%) and final presentation (50%).

Notes:

No previous knowledge about Japanese business culture is needed.

Course Schedule

- Week 1: Purchasing a cell phone
- Week 2: Advertisement for cars & purchasing used cars
- Week 3: Vending machine
- Week 4: Convenience stores
- Week 5: 100 yen shops
- Week 6: Commercials and Advertisements.
- Week 7: Bonds for renting an apartment
- Week 8: Product design
- Week 9: Janglish and strange English on products
- Week 10: Transportation
- Week 11: Thermals and warm-biz
- Week 12: Banks and ATMs
- Week 13: Final Presentations

Schedule may be altered after discussions with students on topics of interest.