

**Kansai Gaidai University**

Students that attend Kansai Gaidai become part of the dynamic international student body on campus. This university offers a unique opportunity for students to learn about Japan and Asia from a wide variety of perspectives with English course offerings in the Social Sciences, Humanities and Business/Economics. The program also offers a rigorous Japanese language studies component for students of all Japanese levels.

Courses are generally worth 3 hours credit.

**Course equivalencies:**

**ECONOMICS:**

**Economics of International Trade and Investment: = ECON 499T (sort of a combination of International Trade and International Econ Finance)**

The world that is emerging in the 21st century is unleashing economic and financial competition on the global scale in truly historic proportions. The primary motivation of this course is to provide a rigorous analytical treatment of the cause and consequences of international trade and investment as well as international monetary and financial interdependence among nations. The modern economic science provides useful analytical tools that can be applied for interpreting and understanding some of the fundamental economic forces at work in international trade and investment, the exchange rate dynamics, macroeconomic coordination problems among nations, and other pressing international economic issues. Reference will be made throughout the course to examples taken from the Japanese economy that illustrate some of the essential international economic issues and argument at stake, including the impact of the recent global financial market crisis on the Japanese economy.

**Asian Integration: Asia and the Global Market: = ECON 399T**

The advent of the European Union and the North American Free Trade Agreement (NAFTA) has brought economic integration into the forefront of discussions regarding globalization. The astonishing development of Japan, China and the Asian tigers over recent decades has made the idea of Asian integration a key topic from the boardroom to the classroom. This course explores the remarkable development of Asian economies and the potential they represent in the global market. We will examine the progress and missteps of the region's development and explore in detail the creation of the Association of Southeast Asian Nations (ASEAN) and the Asia-Pacific Economic Cooperation forum (APEC)

organizations.

Naturally, no course on Asian integration would be complete without considering the current and future role of China within the region and beyond. Students will discuss and develop analysis of the possibility of an Asian union led by China as a counterbalance to the European Union and NAFTA. This exercise will encourage the students to brainstorm about the role that Japan would play with China in such a union as well as the global market's response

**Japanese Business and Society: Piercing the Veil: = WCOB 399T**

The ultimate objective of this course is to help you identify, analyze and solve problems that you and your country is facing, or will face in the near future. This course leverages the Japanese business starting from the Meiji Restoration to today as a high caliber case study. That is because Japan during this time has faced almost every possible problems and opportunities that modern society can encounter in a very condensed way. In that regards, this is not an ordinary business course but a much more intellectually dynamic exercise.

Objectives

After completing this course, you will be able to:

● Acquire in-depth understanding of contemporary Japan and its challenges.

● Apply the analytical framework to your country.

● Generate solutions to challenges that your society will face.

Structure

The course has three parts:

I. Rise of industrial Japan.

II Challenges facing Japan today.

III. Future of Japan

Requirements and Recommendations

● This course has a particular style. I strongly recommend that you come to the first class to see whether it is for you.

● This is not a lecture style course. Students are expected to actively contribute in class discussions. Homework will be given to help prepare for class.

● Students, in groups, will make two presentations after part I and II. There is no midterm exam.

● Diversity is encouraged and rewarded. Particularly, students who are not majoring in business and those from “small” countries are more than welcome.

● I will distribute the reading packet and course syllabus on the 1st week of class.

**FINANCE:**

**International Financial Markets, With Focus on Asia: = FINN 399T**

This course will cover the issues facing global companies and global investors as they participate in international financial markets. The course will look at international risk factors which companies and investors face and the possible tools for managing those risks. As such we will examine country risk, exchange rate risk, political risk, and contagion risk. The course will also examine the importance of timely and accurate financial reporting to markets. In this regard, we will examine some of the recent financial reporting scandals which have involved Japanese firms, such as Olympus. We will also examine some of the legislation which countries have passed in an attempt to ensure accurate financial reporting (e.g., the Sarbanes- Oxley Act of 2002).

While the course will be global in scope, particular attention will be paid to Asian financial market issues. As part of that discussion we will examine the Asian Currency Crisis of 1997. We will also utilize specific exchange rate forecasting models to Asia Pacific currencies, including the yen. The course will be a combination of lectures and assigned group projects. On line readings and cases will be assigned throughout the semester.

No text book will be assigned.

The course is designed for students who have had basic economics and basic finance classes.

**MARKETING:**

**Marketing Across Cultures: = MKTG 4633**

This course emphasizes the role of diversity in world markets and the importance of local consumer knowledge and marketing practices. A cross-cultural approach is used which compares national marketing systems and local commercial customs in various countries. The impact of country differences in macroeconomic and regulatory environments on marketing activities is examined. Methodological difficulties pertaining to cross-cultural marketing research will be identified and we will develop strategies to address them. Finally, the study of interaction between business people from different cultures is discussed and will be simulated in class using case studies and in class simulations. While examples in the course will be global the focus will be on Asia and in particular Japan.

**MANAGEMENT:**

**International Entrepreneurship: Focus on Japan:** **= MGMT 399t**

The role of entrepreneurship in an economy has been well documented and is of interest to business people, politicians, professors and students. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many have the desire. Entrepreneurship in a foreign market introduces additional challenges and opportunities to the business owner. This course is based on an understanding of all the functional areas to the new venture creation process with a focus on those aspects that are of particular importance to the foreign business owner.

Students will learn how to discover and evaluate ideas for new ventures. In addition to lectures and assigned readings, the students will work on teams that develop a comprehensive business plan for a new venture in Japan. The combination of lecture and team projects will give students an opportunity to see the interaction and importance of market research, legal planning, financial statements and management strategy. Although these concepts will be generally applicable to the process of starting a business anywhere in the world, we will also focus on the unique opportunities and challenges involved in launching a business in Japan. As much as possible we will have guest lectures in class from entrepreneurs, foreign and Japanese, to outline their own business development efforts.

No prior business knowledge or coursework is required for this class.

**International Negotiation: Resolving Conflict and Closing the Deal: = MGMT 399T**

Every business transaction involves negotiation. Negotiations can involve matters as simple as the salary and benefits package for your first job or as complex as trade negotiations between governments. Negotiation is also an important activity in the nonprofit sector. A human rights organization or charity is likely to be involved in negotiations with many different entities to accomplish their goals. In the global

environment, understanding the opportunities and challenges involved in transnational negotiations can often make the difference between success and failure. This course is designed to introduce the student to fundamental concepts of negotiation as well as specific challenges, strategies, and opportunities in international negotiations.

Through a combination of academic study and practical application, students will learn how to successfully negotiate, implement, and evaluate international business transactions. Students will learn how different cultures prepare for and engage in negotiation and what strategies should be used to evaluate and adapt to foreign negotiation. The final portion of the course will be to explore the idea of a “global approach” to negotiation and to determine if there are strategies that are appropriate for every situation, regardless of nationality or culture

The fundamental principles of international negotiation will be taught through a combination of lecture and assigned readings. After a particular principle has been introduced, the student will then apply that principle in a negotiation exercise. Some of the negotiation exercises will be individual assignments while others will be team assignments. Some of the exercises will involve traditional business transactions while others may involve political, economic or social transactions. Each exercise will be designed to mimic scenarios that actually arise in international transactions and to highlight the application of the relevant principle in the negotiation.

**International Business: Doing Business in East Asia (China, Japan and Korea): = MGMT 399T**

It has become almost impossible to read a newspaper, business magazine or textbook without encountering the idea of a "global market". In at least one definition of the term, a global market refers to the manner in which multinational enterprises select, enter into and manage foreign markets. In this course, we will examine the practical aspects of how firms choose to enter into foreign markets with a focus on East Asia. After learning the fundamental risks unique to foreign markets, we will use a case based approach to learn how executives select markets, develop entry strategies and manage the foreign venture. In order to truly understand the risks associated with business in East Asia, we will study business cases in which foreign firms have failed in their efforts as well as those who have successfully

managed their entry into the Asian markets. By the end of this course, the student will not only understand the theoretical and strategic issues related to entering a foreign market but will also understand that cultural, historic and structural issues can be as important as economic principles when entering a

foreign market.

**Japanese Management, Innovation and Education in the 21st Century: = MGMT 399T**

In order for Japan to remain as one of the world’s leading economic powers, it will need to adapt to myriad domestic and global changes. Many aspects of Japanese society, business, and education will need to change, and indeed have changed already.

In this course some of the following issues and questions will be discussed:

• What are Japan’s fundamental domestic and international challenges?

• What is traditional Japanese-style management?

• How must Japan redesign business and management practices for a competitive future?

• How can Japan revitalize technology and innovation?

• What are the new maverick companies of today in Japan?

• Who are Japan’s maverick leaders?

• What kind of talent is needed to drive creativity and innovation in the 21st century?

• How must the education systems change and adapt to meet future needs?

• 21st-century education for a 21st-century workforce: How to prepare students to be creative, productive, and happy in a new world?

• How can Japan thrive by being both more global and more distinctively itself?

• The research imperative: How can continued investment in research revitalize the Japanese economy?

In addition to these questions, students will have opportunities to research and present on issues such as: the graying of Japan; the role of women in education and the workforce; various issues related to the process of recovery from the March 11, 2011 disaster in Tohoku; the future of green energy in Japan; and many more contemporary issues.

**Global Business Teams: = MGMT 399T**

As the world continues to become increasingly interconnected, many students will work in global contexts and will need related competencies. Creating effective work teams is challenging, even among people from similar backgrounds. Global teams face additional hurdles related to cultural differences, geographic and time zone separation, communication styles, differences in decision-making strategies, and role expectations, to name a few. Globally-competent teams understand that achieving their fullest potential requires relevant knowledge, skills, and attitudes. The purpose of this course is to assist students in developing competencies related to effective teamwork in a global context. Upon completion, students will understand and be able to navigate cultural differences that impact team performance. To this end, students will create productive multicultural teams that benefit from shared goals, positive relations, trust, and empathy. A variety of methods and activities will be used in class, including discussion, experiential learning tools, simulations, lecture, critical incident, video critique, and personal reflection.

**International Business Ethics: = MGMT 399T**

Gross ethical lapses leading up to and during the recent financial crisis have brought misery to many and have tarnished the image of entire sectors of the global economy. Now more than ever, international business managers must demonstrate that they can be both moral and profitable. Global citizens and corporate leaders must show that they can think beyond the confines of a single culture's ideas about right and wrong with respect to the marketplace. With a concentration on Japan and Asia, this course is designed to broaden a student's perspective on business ethics through consideration of real-world issues and problem solving that any international business manager could face. We will also explore the emerging idea of a global ethical code and examine Japan's role in fostering this idea.

Classroom sessions and assignments are designed to challenge a student's initial perspectives.

Important case studies, such as those of famous hedge fund managers and Japanese Internet

entrepreneurs, will illustrate the realities and complexities of these issues. As ethics requires

being able to establish and defend a position, this course is discussion-intensive and, at times,

will require the student to playfully defend ideas that she/he may be personally opposed to.

Course Topics

How do we define ethics and business ethics?

Political Ideologies and Business

Socially Responsible Investing

Insider Trading

E-ethics

Spirituality and the Marketplace

Bribery, Corruption, Fraud, and Whistle-blowing

Ethical Codes and Corporate Social Responsibility

Requirements

There are no prerequisites for this course, and students from all academic backgrounds may enroll.

Readings

Readings will include a range of materials, such as textbooks, newspaper articles, and online resources.