

Code			
Class name	Introduction to Business Administration		
Semester	1st	Lecture target	1
Unit Classification	Elective	Unit count	2
Charge teacher	Akira Watanabe		
Category			
Class style			
Class time			
NO.			

Professional career-experienced in <input checked="" type="checkbox"/> a course taught by a teacher with practical experience On practical contents related to class
Language <input type="checkbox"/> using language other than Japanese
Active learning elements <input type="checkbox"/> problem-solving-learning in cooperation with external organizations based on agreements <input type="checkbox"/> discussion,debate <input type="checkbox"/> group work <input type="checkbox"/> presentation <input type="checkbox"/> practical training,fieldwork

Class outline,goal
gement elements (i.e. human resource, property, fund and informations) play role in a company
Class plan

01. What is the business administration. Understanding economy development and two different types of demand.

02. Features of Japanese economy. How the industry structure and employment developed? Three major features of Japanese management.

03. "Business Management" by P. F. Drucker. Study 3 major functions of management (i.e. business, human resource, and organization) through Sears, Ford, IBM.

04. Growth strategies and Competitive Strategy. Importance of domain and positioning. Three types of innovations companies develop.

05. Company's structure and corporate vision. Companies Act. Examples of business start-up. How to develop management philosophy and corporate vision.

06. Elements necessary to create an organization. 3 motivation theories. How to develop a strong organization. Examples of objective management and evaluation system.

07. How to prepare a management strategy. Framework necessary for business thinking (3C analysis, SWOT, 4P of Marketing Mix)

08. 4P of Marketing Mix (Product, Price, Place, Promotion) 5 marketing innovations studied

Grading method

Business. Students understand the basis and the principles of management. Aiming students to

Assigned books

"The Practice of Management" by P. F. Drucker

Classroom equipment

Distribute materials as appropriate prior to each lecture

Advice on preparation and review

ed to the students well before the lecture, therefore please print and read the materials in orde

Class rules

Students to keep the materials distributed prior to each lecture.

Grading Criteria

will earn less or none. Good answers will earn additional two points or one point. Students w

Feedback method

Note

the purpose of a company is not only the profit but also the contribution to the customers and

Office hour

Tuesday only from 12:00 to 17:00

Improvements from the results of the previous year's class evaluation questionnaire

Deepen the students' understanding of management by repeating the fundamental issues.