

COURSE SYLLABUS

Course Number & Title:

**L&S173 – STRATEGIC ISSUES IN DOING BUSINESS IN JAPAN /
JSP156 – JAPANESE BUSINESS MANAGEMENT & LABOR**

Department/Program & School:

**Department of Leadership & Strategy – School of Management
Japanese Studies Program – School of Social Sciences**

Semester: **1st** *School Year:* **2012-13**

Teacher: **RODOLFO R. NARCISO**

Schedule: **MWF 11:30~12:20 p.m.**

Classroom: **SECA 116A**

A. Course Description:

A study of the Japanese business environment. An analysis of the various aspects of Japanese corporations – organization; production and quality control; marketing; information technology; finance; and human resource management.

B. Course Objectives:

By the end of the course, the student is expected to have developed an understanding and appreciation of the various practices and methods which are particular to Japanese corporations and their overseas subsidiaries. By participating in the various exercises in the course, the student should be able to assess each aspect of Japanese business and determine whether the same principles can be applied to business in a different culture.

C. Course Outline:

- I. The Japanese Business Environment
- II. The Japanese Corporate Organization and Culture
- III. Production and Quality Control
- IV. Japanese Marketing
- V. Information Technology
- VI. Japanese Finance
- VII. Human Resource Management
- VIII. Global Strategy

D. Required Readings:

- Narciso, Rodolfo R. (2003). *Strategic Issues in Doing Business in Japan – A Practical Approach to Understanding Japanese Business Management Methods*. Unpublished, 285 pp.

E. Suggested Readings:

- Abo, Tetsuo [editor] in association with The Japanese Multinational Enterprise Group (2007). *Japanese Hybrid Factories – A Comparison of*

Global Production Strategies. New York: Palgrave Macmillan. pp. 1-35, 235-245.

- Abegglen, James C. (2006). *21st Century Japanese Management – New Systems, Lasting Values*. 194 pp.
- Fujimoto, Takahiro (2007). *Competing to Be Really, Really Good – The Behind-the-Scenes Drama of Capability-Building Competition in the Automobile Industry*. Tokyo: International House of Japan. 156 pp.
- Haghirian, Parissa, ed. (2010). *Innovation and Change in Japanese Management*. Hampshire: Palgrave Macmillan. 247 pp.
- Hasegawa, Yozo (2010). *Rediscovering Japanese Business Leadership – 15 Managers and the Companies They’re Leading to New Growth*. Singapore: John Wiley & Sons (Asia) Pte. Lrd. 217 pp.
- Kurihara, Tomoko (2009). *Japanese Corporate Transition in Time and Space*. New York: Palgrave Macmillan. 283 pp.
- Monden Institute of Management (2007). *Japanese Management Accounting Today*. Singapore: World Scientific Publishing Co. Pte. Ltd. 283 pp.
- Nottage, Luke, LeonWolff, and Kent Anderson [editors] (2008). *Corporate Governance in the 21st Century – Japan’s Gradual Transformation – Corporations, Globalisation and the Law*. Glos: Edward Elgar Publishing Limited. 288 pp.
- Porter, Michael E., Hirotaka Takeuchi, and Mariko Sakakibara (2000). *Can Japan Compete?* Hampshire and London: Macmillan Press Ltd. 208 pp.
- Sedgwick, Mitchell W. (2007). *Globalisation and Japanese Organisational Culture*. Oxon: Routledge. 223 pp.
- Vogel, Steven K. (2006). *Japan Remodeled – How Government and Industry Are Reforming Japanese Capitalism*. New York: Cornell University Press. 254 pp.
- Yūji, Genda (2005). *A Nagging Sense of Job Insecurity – The New Reality Facing Japanese Youth*. Tokyo: International House of Japan, Inc. 203 pp.

F. Course Requirements:

1. Periodic unit tests
2. Reports, assignments and/or presentations
3. Individual recitations
4. Final oral and written exams

G. Evaluation System:

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|----------------------------|-----|
| 1. Tests | 40% |
| 2. Reports / presentations | 30% |
| 3. Final exam | 20% |
| 4. Participation | 10% |

Grading system (only for tests): (Final grading system follows the ADMU's.)

92~100	A	(4.00)	76~77	C	(2.00)
89~91.5	A-	(3.75)	74.5~75.5	C-	(1.75)
87~88.5	B+	(3.50)	73~74	D+	(1.50)
85~86.5	B'	(3.25)	71.5~72.5	D'	(1.25)
83~84.5	B	(3.00)	70~71	D	(1.00)
81~82.5	B-	(2.75)	65~69.5	D-	(0.75)
79~80.5	C+	(2.50)	60~64.5	F+	(0.50)
77.5~78.5	C'	(2.25)	55~59.5	F'	(0.25)

H. Classroom Policies:

1. The student is required to submit a valid e-mail address together with other personal data such as home address, telephone numbers, birthday, name of parents, etc. and ID photograph for the teacher's file. These will be kept in strict confidentiality, and will be used only for classroom purposes; or for coordinating official out-of-classroom activities;
2. For a 3-unit course, the maximum allowable cut is 9 hours (6 sessions);
3. No make-up tests are given except in extreme cases; and
4. No exemptions from the final exam are given.

I. Consultation Hours:

- Consultation hours: MWF 12:30-1:30 p.m. or by appointment
- Simple questions may be answered through the class yahoo group at:
url: <http://www.groups.yahoo.com/group/japman>
Yahoo group e-mail address: japman@yahoo.com
- The teacher may also be contacted through the following:
ADMU / JGSOM – 426-6001 loc 5521 or JSP loc5248 /
Cellphone – (0917)843-8131 / E-mail: rudynarciso@yahoo.com



Prepared by: **RODOLFO R. NARCISO**