

COURSE DETAIL

JAPANESE CORPORATIONS MANAGEMENT AND STRATEGY

Country

Japan

Host Institution

Keio University

Program(s)

Keio University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

JAPANESE CORPORATIONS MANAGEMENT AND STRATEGY

UCEAP Transcript Title

JAPAN CORP STRATEGY

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course offers you to learn some fundamental knowledge about management, organizations, and business strategies particularly in the Japanese contexts. By using cases extensively throughout the course, the course provides fundamental knowledge about strategy and organizations of Japanese corporations and develops skills for analyzing business organizations. The topics discussed include innovation, platform businesses, diversification, profitability, business model canvas, and organizational renewal. Cases include Komatsu, Rakuten, Ina Food, SONY, and Toto.

Language(s) of Instruction

English

Host Institution Course Number

N/A

Host Institution Course Title

JAPANESE CORPORATIONS MANAGEMENT AND STRATEGY

Host Institution Campus

Keio University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

International Center

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