

COURSE DETAIL

BUSINESS OF RELIGION

Country

Japan

Host Institution

Keio University

Program(s)

Keio University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Religious Studies

UCEAP Course Number

130

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS OF RELIGION

UCEAP Transcript Title

BUS OF RELIGION

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Using an economic lens, this course draws especially on *The Divine Economy: How Religions Compete for Wealth, Power, and People* (supported by additional cases and readings). Through a mix of close readings, brief lectures and student presentations, structured discussions, and applied project work, students will develop practical frameworks for understanding how religious organizations create value, differentiate themselves, build loyalty, and attempt to maintain legitimacy. The course covers key themes such as religious supply and demand; the platform model of religion, mechanisms of commitment (ritual and social bonding); the role of belief, and the power of narrative in shaping meaning, identity, and decision-making.

Language(s) of Instruction

English

Host Institution Course Number

N/A

Host Institution Course Title

SEMINAR ON INTERNATIONAL ISSUES(S) (ENGLISH1): THE BUSINESS OF RELIGION: PLATFORMS, MARKETS, AND ORGANIZATIONAL GROWTH

Host Institution Course Details

<https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2026&entno=16701&lang=en>

Host Institution Campus

Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Commerce

Course Last Reviewed

2025-2026

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