

Course Title	Argumentation and Debate
Instructor	SCHULES, D.
Credit	2 Credits
Course Number	GBU2401

■ Course Objectives

Upon completion of this course, students will be able to:

- 1) analyze arguments from multiple perspectives
- 2) understand the importance the rhetorical context plays in argument development and delivery
- 3) deliver arguments in the format appropriate to policy debate

■ Course Contents

This course will introduce students to methods of argumentation and their delivery through policy debate. The course will cover the following topics:

- 1) methods of argumentation
- 2) introduction to policy debate
- 3) burden of the affirmative
- 4) burden of the negative
- 5) cross-examination

■ Course Schedule

1. Course Introduction: What is an argument?
2. Models of proof: What relationship is there between claims and evidence?
3. Types of arguments: What do people argue over?
4. Models of proof: What relationship is there between claims and evidence?
5. Types of Reasoning: What strategies for argument are there?
6. Making the Affirmative Case
7. Making the Negative Case
8. Policy Debates What is the burden of proof for affirmative case?
9. Policy Debates What is the burden of proof for negative case?
10. Format and Structure: How are formal debates organized?
11. Practice
12. Debates
13. Debates
14. Debates

■ Study Required Outside of Class

Students will be required read short articles on topics related to the course and complete homework assignments about these topics prior to class.

■ Evaluation

Homework (25%); Participation (25%); Quizzes (25%); Annotated Bibliography (25%)

■ Textbooks

None

■ Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Marketing Communications and Penetrating the Japanese Market
Instructor	TSUJI, Y.
Credit	2 Credits
Course Number	GBU3101

■ Course Objectives

Obtain an understanding of advertising and other promotional mix elements in the integrated marketing communication. Be able to describe and understand how to communicate with the Japanese consumers.

■ Course Contents

The course will cover the various approaches to marketing communication with an added emphasis on the Japanese market. The course will be a mix of lectures and group discussions.

■ Course Schedule

1. Introduction of course
2. Marketing Communication: Introduction
3. Integrated Marketing Communication & Ethics
4. Consumer Behavior & Advertising Theory
5. Advertising Design I
6. Advertising Design II
7. Test1
8. Traditional Media Channels
9. Digital Marketing
10. Alternative Marketing
11. Personal Selling, Sales Promotion, Public Relations
12. Test 2
13. Group Presentations
14. Group Presentations

■ Study Required Outside of Class

Read assigned readings & chapters

■ Evaluation

Group Presentation (30%); Test 1 (30%); Test 2 (30%); Participation (10%)

■ Textbooks

Clow, K. E. & Baack, D.. 2014. *Integrated advertising, promotion, and marketing communications*. (Pearson ISBN:9780273786986)

■ Others (e.g.HP)

The above course schedule is tentative and is subject to change. Detailed syllabus will be provided at the beginning of class. Sheltered Course(Min.TOEIC:730)

Course Title	Business Negotiation <The Basics and Beyond>
Instructor	O'CONNOR, W.
Credit	2 Credits
Course Number	GBU3401

■Course Objectives

Students will learn the basics of principled negotiations, as realized in both business and diplomatic settings. An emphasis will be placed on the former.

■Course Contents

The course will present the essentials of what is often referred to as the "Harvard Method," as well as findings gleaned from the fields of psychology, international relations, and cross-cultural studies as they relate to negotiations.

■Course Schedule

1. The Basics, Part 1
2. The Basics, Part 2
3. The Basics, Part 3
4. Psychological Manipulation Techniques, Part 1
5. Psychological Manipulation Techniques, Part 2
6. Psychological Manipulation Techniques, Part 3
7. Cross-Cultural Negotiations, Part 1
8. Cross-Cultural Negotiations, Part 2
9. Dirty Tricks, Part 1
10. Dirty Tricks, Part 2
11. Deception, Part 1
12. Deception, Part 2
13. Cryptography
14. Written Test

■Study Required Outside of Class

Students are expected to be relatively well informed with respect to current events, especially with respect to business and politics. No textbook is required. The teacher will convey most of the information through a series of PowerPoint lectures, newspaper articles, and film clips.

■Evaluation

Test (40%); In-class Report (40%);
Participation (20%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course(Min.TOEIC:730)

Course Title	Cases in Marketing Strategy and Operations
Instructor	MARSHALL, D. W.
Credit	2 Credits
Course Number	GBU4101

■Course Objectives

The course assumes no prior knowledge of marketing as a managerial function and introduces students to the marketing function.

■Course Contents

This course offer a mixture of lectures, case studies, vignettes, video presentations, class discussion. We will introduce key marketing concepts in lectures, offering examples of how these have been applied in practice, and encouraging (as far as time allows) discussion amongst the class. The class is in English.

■Course Schedule

1. Introduction
2. Introduction
3. Consumer behaviour and segmentation
4. Consumer behaviour and segmentation
5. Branding products and services and n.p.d.
6. Branding products and services and n.p.d.
7. Pricing
8. Pricing
9. Distribution
10. Distribution
11. Communication
12. Communication
13. Presentations & Final test
14. Presentations & Final test
15. n/a

■Study Required Outside of Class

Students are expected to read recommended chapters from the course textbook (see below) and journal articles as instructed.

■Evaluation

a group presentation (30%); series of class assessments (30%); a final test/report (40%)

■Textbooks

Jobber, D. and Fahy, J.. 2012. *Foundations of Marketing*. (McGraw Hill)

■Readings

Additional Readings to be given out in class.

■Others (e.g.HP)

The class is in English.
Mainstream Course(Min.TOEIC:900)

Course Title	Marketing Management in Japan
Instructor	TAN, C.
Credit	2 Credits
Course Number	GBU2101

■Course Objectives

The Marketing Management course will provide the basic concepts, theories and methods; the necessary building blocks in understanding marketing. This course has three main objectives. The first is to help students understand how organizations in Japan create value in their practice of marketing. Primary emphasis is placed on marketing management in Japan with emphasis on branding, consumer behavior, segmentation and positioning, the marketing mix variables, distribution and communications. We will also be looking at different case examples ranging from Japanese corporations to Multinationals in Japan. Students will develop an understanding of marketing practice through extensive readings and class lectures. The second objective is to develop students' ability to think analytically and strategically in addressing marketing problems. Finally, students will acquire the skills in analyzing and applying decision tools and the know-how of analyzing business situations and developing marketing plans as well as perform marketing research.

■Course Contents

This course is focusing on marketing management in Japan with emphasis on branding, consumer behavior, segmentation and positioning, the marketing mix variables, distribution and communications. We will also be looking at different case examples ranging from Japanese corporations to Multinationals in Japan.

■Course Schedule

1. Introduction to marketing management and case method
2. Identifying targets and customer behavior: B2C
3. Identifying targets and customer behavior: B2B
4. Competitor Analysis
5. Market analysis and the Macro Environment & Research
6. STP Process
7. Pricing
8. Branding
9. Marcom
10. Luxury Marketing
11. Social Marketing and Cause Marketing
12. Sustainable & Green Marketing
13. Final Presentation
14. Final Presentation

■Study Required Outside of Class

Reading assignments will be advised during class (and also announced on Chorus) and students are expected to read before coming to class.

Discussions will also be held and students are expected to formulate and debate their ideas (per the reading assignments and assigned classes).

■Evaluation

Final Report (40%); Midterm Report (30%); Class Participation (20%); Class Attendance (10%)

■Textbooks

Materials will be provided over Chorus respectively.

■Readings

Materials will be provided over Chorus respectively.

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Global Innovation Management
Instructor	FOWLER, R.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

Innovation is a crucial ingredient both for the success of organizations and for the prosperity of national economies. This course exposes students to the latest research on this subject, covering the creation of innovation, managing innovation, and disbursing it across subsidiaries and national boundaries (knowledge transfer). Students will be well-equipped with the latest findings to assist them in their international business careers, where global innovation is often a crucial component of organizational success.

■Course Contents

Lectures will provide students with the latest research on innovation management and give them tools for facilitating and managing innovation across national boundaries. Students will be encouraged to generate ideas of their own and roleplay the management of these ideas in the international marketplace.

■Course Schedule

1. Introduction
2. Creating Innovation
3. Creating Innovation (II)
4. Creating Innovation (III)
5. Managing Innovation
6. Managing Innovation (II)
7. Mid-term Test
8. Managing Innovation (III)
9. Managing Innovation (IV)
10. Disbursing Innovation
11. Disbursing Innovation (II)
12. Disbursing Innovation (III)
13. Disbursing Innovation (IV)
14. Final Test

■Study Required Outside of Class

Students must read any assigned cases and articles before class, and be prepared to discuss them.

■Evaluation

Final Test (40%); Mid-Term Test (35%); Class Participation (25%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Leadership in Global Organization
Instructor	FOWLER, R.
Credit	2 Credits
Course Number	GBU4401

■Course Objectives

This course provides an in-depth understanding of leadership, and factors leading to the successful management of organizations. The content of the course focuses firstly on knowledge which organizational leaders must possess about well-functioning organizations, such as human resources management, employee motivation and morale, job performance, and organizational change. The course then focuses on leadership itself, and the traits and practices which result in leadership success. By the course's conclusion, students will be equipped with the tools and understanding to maximize their potential to successfully lead organizations.

■Course Contents

Lectures will provide a solid grounding in the material, while students will be expected to actively participate and contribute to class discussion.

■Course Schedule

1. Introduction
2. Organizational Behavior
3. Human Resources Management
4. Employee Motivation
5. Job Performance
6. Employee Morale
7. Group Presentations
8. Leadership (I)
9. Leadership (II)
10. Leadership (III)
11. Leadership (IV)
12. Organizational Change
13. Review
14. Final Test

■Study Required Outside of Class

Students should review material in advance of class, and be prepared to discuss it.

■Evaluation

Final Test (40%); Group Presentations (35%); Class Participation (25%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Global Strategic Management <What should a company do to create and sustain its global competitive advantage>
Instructor	HIROSE, A.
Credit	2 Credits
Course Number	GBU3201

■Course Objectives

Today, almost all companies need to compete in a globalized world where global integration and local diversity co-exist. Then, what are the critical factors in creating and sustaining global competitive advantage? Students are expected to learn critical factors and models of Global Strategic Management and obtain practical knowledge on how to apply them in actual business situations.

■Course Contents

Global landscape is always changing in multiple dimensions; economic, political, environmental, cultural, and ethical, for example. Companies pursuing global strategy and management need to respond to multiple issues simultaneously to create and sustain its global competitive advantage. To do so, the company needs to analyze both global and local factors both externally and internally, and create new values to differentiate from the competitors. The course is designed to follow this process so that students will learn critical factors and models and their application through case studies in a global context.

■Course Schedule

1. Introduction to Global Strategic Management
2. Strategy and Competition 1
3. Strategy and Competition 2: Case Study
4. Markets and Products 1
5. Markets and Products 2: Case Study
6. Operations and Innovation 1
7. Operations and Innovation 2: Case Study
8. Organization and People 1
9. Organization and People 2: Case Study
10. Identity and Reputation 1
11. Identity and Reputation 2: Case Study
12. Knowledge Creation and Management 1
13. Knowledge Creation and Management 2: Case Study
14. Wrap-up

■Study Required Outside of Class

To be advised in class.

■Evaluation

Final Test (40%); Class participation (30%); Reflection memo after each class (30%)

■Textbooks

To be advised in class.

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Introduction to Strategic Management
Instructor	FOWLER, R.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

This course gives students a thorough grounding in the principles of international strategic management. By the end of the course, students will have a comprehensive understanding of international strategy, including internal and external strategic analysis, strategy formulation, and the latest developments in the international strategy field.

■Course Contents

Lectures will give students a thorough understanding of the principles of international strategic management. Group work and discussions will allow students to analyze business situations and gain practice in formulating strategic recommendations of their own.

■Course Schedule

1. What is Strategy and Why is it Important?
2. Strategic Purpose: Internal Capabilities
3. Strategic Analysis: Environment
4. Strategic Analysis: Market
5. Strategic Analysis: Industry (I)
6. Strategic Analysis: Industry (II)
7. Mid-term Test
8. Strategic Choices: Corporate Level
9. Strategic Choices: Corporate Level (II)
- 10.Strategies Choices: Mergers & Acquisitions
- 11.Strategic Alliances; Key Issues in International Strategy
- 12.Strategic Choices: Business Level
- 13.Strategic Choices: Business Level (II)
- 14.Final Test

■Study Required Outside of Class

Students must read any assigned cases and articles before class, and be prepared to discuss them.

■Evaluation

Final Test (40%); Mid-Term Test (35%); Class Participation (25%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course(Min.TOEIC:730)

Course Title	Finance <Introduction to Finance>
Instructor	TAKEZAWA, N.
Credit	2 Credits
Course Number	GBU2301

■Course Objectives

After taking this course students should:

- be able to understand the role of capital markets in a global business setting.
- be able to explain and critique a net present value and internal rate of return analysis for a project (financial decision making).
- be able to explain the risk-return trade-off as discussed in finance.
- Acquire the basic skills and knowledge to undertake more advanced course work in the area of finance.

■Course Contents

This course is an introduction to finance. The objective is to familiarize the student with financial concepts and tools used in international business and business negotiations. The course covers standard financial decision-making tools, the role of stock and bond markets, risk & return.

The study of finance is not limited to the banking sector and securities firms. Students concentrating in marketing, communication, or management should find the financial tools covered in this course of use when working in the business world. Planning sections in manufacturing/service firms and trading companies rely on financial concepts to help them make investment decisions. And in marketing, for example, advertising spending/expenditure is often assessed using financial tools.

■Course Schedule

1. Overview
2. Introduction to the Stock and Bond Market
3. Introduction to Initial Public Offerings and Japanese Capital Markets
4. Discounting – Obtaining the Present Value of Future Cash Flows
5. Perpetuities and the Dividend Discount Model – Obtaining the Value of Stocks and Bonds
6. Net Present Value and Internal Rate of Return – Decision Making Rules for Investments
7. Understanding Risk & Return and Portfolio Diversification
8. Understanding Risk & Return and Portfolio Diversification
9. An Introduction to the Capital Asset Pricing Model (CAPM)
10. The CAPM in Practice
11. Topics and Catch-up
12. NPV Case Exercise
13. Review Exercise
14. Final Test

■Study Required Outside of Class

Detailed course outline distributed first week of class. Any changes in schedule & grading criteria will be announced in class.

Notes uploaded on web.

■Evaluation

In-class assignments (40%); Case and Participation (20%); Final Test(40%)

Official evaluation criteria will be in the detailed course outline distributed during first week of class.

■Textbooks

Akashi Hongo, 2014. *A Bilingual Introduction to Corporate Finance*. (Chuo Keizai)

■Readings

To be announced in class.

■Others (e.g.HP)

All students are expected to abide by the Rikkyo University College of Business Pledge. Students returning from exchange/study abroad must notify the instructor via e-mail of their intention to enroll during the first week of the semester.

Sheltered Course(Min.TOEIC:730)

Course Title	Financial Accounting <Introduction to Fundamentals of Financial Accounting>
Instructor	OKAMOTO, N.
Credit	2 Credits
Course Number	GBU2301

■Course Objectives

Students will be able to become familiar with basic accounting principles and core financial statements.

■Course Contents

In this course students learn basic accounting concepts to read and analyze corporate financial statements. In addition to fundamental accounting principles and bookkeeping techniques, this course focuses on core financial statements: Balance Sheet, Income Statement, and Cash Flow Statement. This course will also cover some interesting accounting topics such as auditing and fraud.

■Course Schedule

1. Introduction (What is accounting?)
2. Accounting and financial statements (Ch. 1)
3. Accounting principles (Generally Accepted Accounting Principles) ① (Ch. 2)
4. Accounting principles (Generally Accepted Accounting Principles) ② (Ch. 2)
5. The Balance Sheet① (Understanding the Balance Sheet) (Ch. 3)
6. The Balance Sheet② (Analyzing the Balance Sheet) (Ch. 3)
7. The Income Statement (Understanding the structure of Income Statement) (Ch. 4)
8. Mid-term test and accounting topics① (Auditing) (Ch. 11)
9. The Cash Flow Statement (Learning the outline of Cash Flow Statement) (Ch. 5)
10. The corporation and stockholders' equity (Understanding equity transactions) (Ch. 6)
11. The system of bookkeeping (Introduction to double-entry bookkeeping) (Ch. 7)
12. Journal entries (Understanding the process of double-entry bookkeeping) (Ch. 7)
13. Review and accounting topics② (Fraud and ethics in accounting) (Ch. 12)
14. Final Test

■Study Required Outside of Class

Students are expected to read the assigned textbook chapters (Chapter 1 to 7, 11, and 12) before each class session.

■Evaluation

Final Test (40%); Mid-term Test (20%); Assignments (30%) Class Participation (10%)

At my discretion, I may assign some work (e.g., quizzes or short-essay) to be completed during or outside of the class.

■Textbooks

Wayne A. Label. 2013. *Accounting for Non-Accountants 3rd ed.* (Sourcebooks ISBN: 1402273045)

■Readings

Thomas R. Ittelson. 2009. *Financial Statements Revised and Expanded edition.* (Career Press ISBN:1601630239)

Jae K. Shim, Joel G. Siegel, Nick Dauber, Anique A. Qureshi. 2014. *Dictionary of Accounting Terms 6th ed.* (Barrons Educational Series ISBN:1438002750)

Wayne A. Label and Cheryl K. Henderson. 2015. *Study Guide and Workbook for Accounting for Non-Accountants.* (Solana Dreams Publishing Company ISBN:0986099821)

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Intercultural Business Management
Instructor	HSU, Y.
Credit	2 Credits
Course Number	GBU3401

■Course Objectives

This course aims at providing students with a clear understanding of the current issues relating to intercultural business management. After completing the course, students will be able to show an understanding of the major concepts, theories and models in this field of study as well as to apply them in real life.

■Course Contents

The focus of the course can be broadly divided into two main parts, namely, cross-cultural management and international management. At the macro level, students will study the key concept of culture and how culture is analyzed and interpreted in diverse national settings. At the micro level, students will learn to analyze and evaluate the effects of culture on the operations of an economic organization, such as a multinational enterprise. Topics covered in this section will include globalization and localization, control mechanisms between headquarters and subsidiary, international joint venture formation and so forth.

■Course Schedule

1. Introduction to the Course: International Management and Culture
2. Analyzing Cultures: Making Comparisons
3. Analyzing Cultures: After Hofstede
4. Movement in Culture
5. Organizational Culture
6. Culture and Communication
7. When Does Culture Matter? The Case of Small/Medium sized Enterprises
8. Globalization and Localization
9. Forming an International Joint Venture
10. Risk and Control: Headquarters and Subsidiary
11. The Culture of Subsidiary: Convergence and Divergence
12. Ethics and Corporate Responsibility
13. Group Presentation
14. Final Test

■Study Required Outside of Class

Apart from the lectures, case studies form another key part of the course. Students should not only read, but also analyze the cases offered outside of class.

■Evaluation

Final Test (40%); Group Presentation (30%); Report (30%)

■Textbooks

There is no specific textbook for the course as students are encouraged to read widely. Useful readings will be announced in class.

■Readings

To be announced in class.

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Language and Culture
Instructor	KOSAKA, T.
Credit	2 Credits
Course Number	GBU2401

■Course Objectives

In this course, students will learn the relationship between language and culture, and their important roles in creating social realities including business communication and management. After the course, students should be able to apply acquired knowledge in understanding and explaining language and culture issues in cross-cultural contexts.

■Course Contents

The semester begins with the basics of language and culture study, and then shifts its course to specific theories of language and culture. In the first half of each session, different language theories and culture theories are introduced. In the second half, students will engage in group discussion on the implications and application of those theories by reflecting on and sharing their own experiences.

■Course Schedule

1. Orientation
2. Basics of Language Studies
3. Basics of Culture Studies
4. Language Universalism and Relativism
5. Politeness: Face work
6. Conversational Maxim
7. Mid-term report
8. Speech Act Theory
9. High-context and Low-context Culture
10. Communication Accommodation Theory
11. ESP
12. World Englishes
13. Translation and Interpretation
14. Project

■Study Required Outside of Class

Weekly readings will be assigned. Students should be ready to discuss them, and submit 4-5 one-page reaction papers throughout the semester.

■Evaluation

Final Report (40%); Participation (30%); Project (30%)
You are allowed to be absent for up to three times. In the case of excessive absence, your final grade would either be lowered or assigned as "F."

■Textbooks

None

■Others (e.g.HP)

Understanding the Japanese language is not a prerequisite for this course, but is plus for better understanding the course contents.

The schedule is subject to change. Students are advised to come to the first session to pick up the updated schedule.

Sheltered Course (Min.TOEIC:730)

Course Title	Business Communication
Instructor	SCHULES, D.
Credit	2 Credits
Course Number	GBU3401

■Course Objectives

After successfully completing the course students will be able to do the following:

- Discuss different ways in which businesses communicate internally and externally.
- Evaluate various communication strategies and choose the most optimal one for a given task.
- Demonstrate a basic understanding of communication networks and channels used in business
- Effectively present themselves through writing in a number of media, both online and off.

■Course Contents

This course adopts a practical approach to learning business communication by challenging students to plan, to design, and to implement an NPO event to be held this semester. Students will design their own corporate structure, assign responsibility for goal-oriented tasks, and set deadlines for goal completion. They will be guided in this through readings that challenge them to consider various organizational models, introduced them to types of communication networks, and provide examples of common approaches to internal and external communication strategies.

■Course Schedule

1. Course Introduction
2. Models of Communication: Core Concepts
3. Models of Communication: Organizing Messages
4. Communication in Businesses: Formal networks
5. Organizational Structure: Corporate Communication
6. Organizational Structure: Groups and Teams
7. Business Writing: Memos/Agendas/Minutes
8. Business Writing: Mission Statements
9. Image, Identity, Reputation
10. Technology Issues
11. Risk Management
12. Marketing Strategies
13. Providing Effective Feedback
14. Evaluations and Peer Feedback

■Study Required Outside of Class

Students will be required to read selected articles on relevant topics to course and meet deadlines for project milestones decided upon by the class.

■Evaluation

Quizzes (20%); Written Work (25%); Project Assignments (15%); Feedback (25%); Deadlines (15%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Business Communication <Game Theory, Negotiation, and Competitive Advantage>
Instructor	FOWLER, R.
Credit	2 Credits
Course Number	GBU3401

■Course Objectives

This course analyzes the many forms of verbal and non-verbal communication businesses use to gain competitive advantage. Looking first at "rational" economic explanations for firm signaling behavior via game theory, the course then explores communicative persuasion and negotiation which require an understanding of both rational and non-rational decision-making processes. By the course's end, students will have the necessary tools to thrive and make sense of the often confusing verbal and non-verbal signals which are crucial to success in a competitive business climate.

■Course Contents

Lectures will provide pertinent materials, while class exercises will allow students master it.

■Course Schedule

1. Introduction
2. Inter-Business Communication: Game Theory
3. Inter-Business Communication: Game Theory (II)
4. Inter-Business Communication: Game Theory (III)
5. Inter-Business Communication: Game Theory (IV)
6. Inter-Business Communication: Game Theory (V)
7. Mid-term Test
8. Inter-Personal Communication: Negotiation
9. Inter-Personal Communication: Negotiation (II)
10. Inter-Personal Communication: Negotiation (III)
11. Inter-Personal Communication: Negotiation (IV)
12. Inter-Personal Communication: Negotiation (V)
13. Review
14. Final Test

■Study Required Outside of Class

Students must review material before class, and actively participate in class activities.

■Evaluation

Final Test (40%); Mid-Term Test (35%); Class Participation (25%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Advanced Small Group Communication
Instructor	SCHULES, D.
Credit	2 Credits
Course Number	GBU2401

■Course Objectives

This course will introduce students to small group dynamics. After taking the course students will be able to:

- 1) Identify practices that facilitate good small group communication
- 2) Identify practices that lead to disruptive practices for small group communication
- 3) Be aware of their own skills and how they contribute to the team.

■Course Contents

The course will be conducted through small lectures, group activities, and presentations.

■Course Schedule

1. Introduction to class
2. Nonverbals and paralanguage
3. Listening
4. Team identity
5. 1st project presentations
6. Feedback and reflection on 1st presentation
7. Group Composition
8. Leadership and decision styles
9. Practice presentations for 2nd project
10. 2nd project presentations
11. Feedback and reflection on 2nd project
12. Conflict management
13. Final Presentations
14. Final Class

■Study Required Outside of Class

Readings, group work, and assignment will be necessary.

■Evaluation

Attendance (20%); Homework (20%); 1st Project (20%); 2nd Project (20%); 3rd Project (20%)

■Textbooks

None

■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Topics in Business 1 <Applied Corporate Finance>
Instructor	SEWARD, J. K.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

This course introduces students to the basic principles and practices of financing decisions of the firm. The course is case driven.

■Course Contents

Managers of firms have many responsibilities. A critical task is to ensure that the firm makes appropriate financing decisions. In order to do so, managers must have a firm understanding of the capital markets and the many financing instruments available to fund corporate investment. This course focuses on how to establish a value-enhancing financial strategy and how to make good financing decisions. In the modern financial era, the financing decision has become more complicated—there is a huge diversity of securities that can be issued. A second objective of the course is to introduce some of these securities (debt, equity, preferred stock, convertible securities, etc.). In particular, the perspective taken is that of the chief financial officer of a firm. Implicitly, the course assumes that the chief financial officer is the customer to whom an investment banker pitches potential products, deals, or structures.

■Course Schedule

1. Introduction and Overview
2. Identifying Funding Needs and Managing Capital Structure Decisions
3. Case
4. Bringing Bonds to the Market
5. Case
6. Lease Financing
7. Case
8. IPOs
9. Case
10. Dividend Policy and Share Repurchasing Policy
11. Case
12. Hedging, Risk Management, and Global Financing
13. Case
14. Topics
15. Final Test

■Study Required Outside of Class

Case summaries and other reading assignments

■Evaluation

Class Participation (30%); Written Assignments (40%); Final Term Paper (30%)

■Textbooks

None

■Others (e.g.HP)

Prerequisites: BT 183 Finance or equivalent, one course in financial accounting.
Mainstream Course (Min.TOEIC:900)

Course Title	Topics in Business 2 <What makes consumers buy? A European critical perspective>
Instructor	MARSHALL, D. W.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

The purpose of the course is to provide a critical account and application of consumer decision making, the influences upon buying behaviour and their implications for marketing in purposeful organisations. Special focus on Europe.

■Course Contents

The course uses the consumer behaviour literature as a means of providing conceptual framework to examine consumer behaviour along with more applied cases and exercises to encourage students to critically reflect on their own experiences as consumers. Each lecture is supported with a set of recommended readings.

■Course Schedule

1. Consumer behaviour and the self
2. Consumer behaviour and the self
3. Psychological influences
4. Psychological influences
5. Learning and attitudes
6. Learning and attitudes
7. Consumer decision making and loyalty
8. Consumer decision making and loyalty
9. Brand Loyalty
10. Brand Loyalty
11. Social influences
12. Social influences
13. Cultural Influences
14. Cultural Influences
15. n/a

■Study Required Outside of Class

Students are expected to read recommended chapters from the course textbook (see below) and journal articles as instructed.

■Evaluation

A series of class assessments (30%); Ditto (30%); Final essay/report (40%)

■Textbooks

Solomon, M., Bamossy, G, Askegaard, S. and Hogg, M. 2013. *Consumer behaviour, 5th edition*. (Pearson)

■Readings

Additional readings to be given out in class

■Others (e.g.HP)

The class is in English.
Mainstream Course(Min.TOEIC:900)

Course Title	Topics in Business 3 <Managing International Assignments>
Instructor	ROY, J.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

This course will focus on cross-cultural communication, international assignment preparation, skills and practices for managing in a foreign country while on assignment, and repatriation management techniques. Ethical decision-making in the global landscape will also be examined. Taken together, this course will help students understand, and be understood by, people from foreign cultures and lands.

■Course Contents

International business is conducted with and through people from various cultural backgrounds. Cultural and communication differences, if not understood, can be significant barriers to business and career success. This course concentrates on the essential practices for successfully managing international assignments, both your own and those of others.

■Course Schedule

1. International assignments overview
2. Cultural profiling and sensitivity
3. Cross-cultural communication challenges
4. Englishnization programs
5. Managing multicultural teams: Part 1
6. Managing multicultural teams: Part 2
7. International assignment preparation
8. International assignment performance: Part 1
9. International assignment performance: Part 2
10. Managing repatriation
11. Ethical decision-making across cultures
12. Corruption costs in international business
13. In-class final exam
14. Course wrap-up
15. not applicable

■Study Required Outside of Class

students are expected to read assigned materials as instructed in the class.

■Evaluation

Class Participation (20%); International assignment project (team-based) (40%); In-class exam (40%)

■Textbooks

to be advised during the class

■Readings

to be advised during the class

■Others (e.g.HP)

Mainstream Course (Min.TOEIC:900)

Course Title	Topics in Business 4 <Managing Across Distinct Key Business Markets>
Instructor	ROY, J.
Credit	2 Credits
Course Number	GBU2201

■Course Objectives

The objective of this course is to enable students to put themselves in the role of an international business manager and consultant through studying and conducting research on a variety of business markets and global companies. In doing so, students will not only enhance their awareness and understanding of the most pressing current business issues and management practices in these markets, but also enhance their analytical, critical thinking and research skills. Students will also have an opportunity to choose and study the current business environment of a country that is of greatest interest to them.

■Course Contents

Many management concepts, techniques, and systems that exist in one country may not work as intended in other countries and, if used improperly, can lead to failure. This course provides an in-depth examination of those factors that managers must be most aware when conducting business in a variety of countries with distinct business markets, such as Japan, Hong Kong, mainland China, France, among others. In doing so, students will examine the success and failures in these countries of some of the world's leading global companies, such as McDonald's, Wal-Mart, and especially The Walt Disney Company. Special attention will be given to the current and future challenges and opportunities that managers will face when conducting business in Japan, and the strategies available to manage the challenges and capitalize on the opportunities.

■Course Schedule

1. Japan's aging population and business
2. Key investment challenges in Japan
3. Key reasons to Invest in Japan
4. Key management success practices in Japan
5. Managing foreign firms in Japan: Part 1
6. Managing foreign firms in Japan: Part 2
7. Managing in France: Part 1
8. Managing in France: Part 2
9. Managing in Hong Kong: Part 1
10. Managing in Hong Kong: Part 2
11. Managing in mainland China: Part 1
12. Managing in mainland China: Part 2
13. Team presentations
14. Course wrap-up
15. not applicable

■Study Required Outside of Class

Students will read assigned articles and cases, view narrated video slide presentations, and conduct library and online research outside of class.

■Evaluation

Participation (20%); Case assignment 1(15%); Case assignment 2 (15%); Focus country report (team-based) (30%); Focus country presentation (team-based) (20%)

■Textbooks

to be advised during the class

■Readings

to be advised during the class

■Others (e.g.HP)

Mainstream Course (Min.TOEIC:900)