

Course Syllabus

International Comparative Business Dimensions: Japan

Spring 2010

Taught by Dr. David W. Leopard, Professor

Eastern Michigan University

Course Description: This course focuses upon business strategy in the international setting, particularly in Japan. Students will develop an understanding and knowledge of Japanese business practices, in comparison to such practices in the United States and in other countries. The cross-cultural dimensions of business decisions, enterprises, markets, and institutions will be featured.

Textbooks:

International Business: Competing in the Global Marketplace. Charles W. Hill, 7th Edition, Irwin/McGraw-Hill, 2009.

International Business Communication, David Victor, Prentice Hall, 1992.

Topic Outline:

Week

1. Japanese Management in Comparative Perspectives - Explores the cultural differences that make some strategies effective while rendering others virtually useless.
2. Global Strategy - Examines the New World Order and Japan's position within it.
3. Japanese History and Cultural Considerations - Examines the deep historical issues that have contributed significantly to Japan's position in the world today.
4. The Japanese Economy - Historical Development: Examines a historical timeline of Japan's cultural and economic development.
5. The Japanese Economy - Contemporary Developments: Explores the current assets and liabilities of Japan's contemporary economy.
6. Corporate Governance - Examines the legal and governmental implications of the Japanese corporation.
7. Accounting in the International Business - Examines the accounting system used in Japan and its comparison to other world systems.

8. Issues in International Trade - This will examine issues Japan will be compelled to address in maintaining its place in the new world economy.
9. Mode of Entry and strategic Alliances.
10. Organization of Japanese Companies.
11. Zaibatsu
12. MITI, JETRO, Keidenren and their relationships to the private sector.
13. Financial Management.
14. Environmental & Consumption Imperatives.
15. Business Japanese Language Manufacturing & Materials Management

Grading:

Students will complete two written examinations and will develop a model strategic plan for entry into the Japanese market. The plan is to be no less than 10 pages in length.

Grade distribution will be as follows:

1st Examination	-	40%
2nd Examination	-	40%
Model Plan	-	20%
