

Course Title	<b>Modern Consumer Culture and Society</b> < Consumer Behaviour >
Instructor	CHANG, C.
Credit	2 Credits
Course Number	GBU3101

### ■ Course Objectives

This course is designed to provide an overview of consumer behavior and highlight the convergence and divergence in different culture and societies.

### ■ Course Contents

This course reviews a wide range of consumer behavioural theories from the various social sciences and explores the environmental influences on consumer behaviour. It also examines the importance of global consumer culture and its impact on the societies. Classes involves a blend of lectures, cases, class discussions and group presentations.

After completing the class, students should be able to:

1. Learn key theories and research from the behavioural science that help us to understand consumer behaviour.
2. Understand the process used when individuals, group or organisations make consumption decisions.
3. Apply these concepts and theories in developing and evaluating marketing strategies, understanding their value and limitations.

To complete the module successfully, attendance at all classes is advised. Students are also expect to work independently, undertaken any required background reading or practice exercises, and actively participate in discussions or small group work.

### ■ Course Schedule

1. Introduction and overview of the course
2. Buying, Having and Being: An Introduction to Consumer Behaviour & Case Analysis.
3. Decision Making and Consumer Behaviour & Case Analysis
4. Cultural Influences on Consumer Decision Making & Case Analysis
5. Consumer and Social Well-Being & Case Analysis
6. Perception & Case Analysis
7. Test 1
8. Learning and Memory & Group Presentation
9. The Self & Group Presentation
10. Attitudes and Persuasion & Group Presentation
11. Group and Situational Effects on Consumer Behaviour & Group Presentation
12. Consumer Identity: Sex Roles and Subcultures & Group Presentation
13. Consumer Identity: Social Class and Lifestyles & Group Presentation
14. Test 2

### ■ Study Required Outside of Class

A list of cases and articles will be provided via the e-learning system. Articles are from leading consumer research journals as well as some popular business magazines. It is highly recommended that students should check their email box regularly in order not to miss any notice from the lecturer.

### ■ Evaluation

Test 1 (20%); Test 2 (30%); Group Presentation (30%); In-Class Participation (Participation grade includes attendance, peer evaluation, and subjective rating of classroom performance.) (20%)

### ■ Textbooks

Solomon, Michael R., 2015 *Consumer Behaviour Buying, Having and Being, 11th Edition, Prentice-Hall.* (Pearson)

### ■ Readings

Blackwell, Roger D., Miniard, Paul W. and Engel, James F., 2001 *Consumer Behaviour, 9th Edition, Ohio: South-Western* (Harcourt College Publishers)

### ■ Others (e.g. HP)

The above course schedule is tentative and is subject to change.

Contact with Professor: If you have any questions about the course, contact me by e-mail 5553906@rikkyo.ac.jp

Group Presentation (20%) and Group Report (10%): It is a group field project on consumer behavior. It is a 15-minute presentation followed by a 10-minute Q&A. A 1500-word report is required to submit a week after your presentation. A late submission is not accepted. This project must focus on understanding consumer behaviour in relation to a particular product or service. Please go shopping with someone and observe how he or she making his or her choices. After completing the shopping, you are required to conduct an interview about the choices he or she are making and what it means to him or her. It is highly recommended to take pictures or film the process/ interview as these will enhance your presentation. Apply concepts and theories learnt in class and empirical data (interview) to interpret of his or her choice. You may consider the following questions: what are the most relevant internal and external influences on the shopping process? What can the companies learn from the process and how can the companies influence the process?

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Japanese and East Asian Business Environments</b> < Dynamics of East Asian Markets >
Instructor	OZAKI, T.
Credit	2 Credits
Course Number	GBU3401

#### ■ Course Objectives

1) Analyze and understand political, economic, social and technological conditions of East Asian markets; 2) Understand their patterns of national development and 3) Understand their implications to strategies of firms in entering into these markets.

#### ■ Course Contents

East Asia is one of the center of attention for international business. By the early 1980's, Japan became the second largest economy, representing both opportunities and challenges to firms outside of Japan. This is followed by the rise of four "Dragons" of Hong Kong, Korea, Singapore and Taiwan in the 1990's. Malaysia and Thailand followed suit and then, China, Indonesia and Vietnam are receiving attention in the 2000's. They are fast paced in their growth, rapidly raising their standard of living, and presenting opportunities for foreign firms. What are their political, economic, social and technological state that shape their markets? Why are they growing fast? What challenges and opportunities do they pose to foreign firms? What strategies may be needed for firms in entering into these markets? The course offers an opportunity for students to undertake an introductory survey of this important region for international business.

#### ■ Course Schedule

1. Introduction
2. Theoretical Frameworks (part 1)
3. Theoretical Frameworks (part 2)
4. Theoretical Frameworks (part 3)
5. Review (mini test)
6. Case: Japan
7. Case: Dragons (part 1: Hong Kong and Singapore)
8. Case: Dragons (part 2: Korea and Taiwan)
9. Case: ASEAN Tigers (Malaysia and Thailand)
10. Review (mini test)
11. Group project on emerging Asian economies (suggested market: China)
12. Group project on emerging Asian economies (suggested market: Indonesia)
13. Group project on emerging Asian economies (suggested market: Vietnam)
14. Wrap up

#### ■ Study Required Outside of Class

Students must complete weekly reading assignments to take a class session, contribute to in-class discussion and undertake group projects which may require group work outside of class.

#### ■ Evaluation

Class participation (15%); Mid-term mini test (1)(20%); Mid-term mini test (2)(20%); group project(20%); final report(25%)

#### ■ Readings

Robert Wade, 2003 *Governing the Market - Economic Theory and the Role of Government in East Asian Industrialization* (Princeton University Press)

Indermit Gill, et. al., 2007 *An East Asian Renaissance: Ideas for Economic Growth* (World Bank)

#### ■ Others (e.g. HP)

Sheltered Course (Min.TOEIC:730)

Course Title	Strategic Management
Instructor	NAMIKI, N.
Credit	2 Credits
Course Number	GBU3201

#### ■ Course Objectives

Development of an overall management viewpoint integrating the specific business functions in a global environment.

#### ■ Course Contents

This course will be in English and FLUENCY is required. This course will include many case studies (relating to formulation of a firm's competitive strategy), and will involve a lot of discussion.

#### ■ Course Schedule

1. Introduction to the class
2. Lecture: External environment
3. Lecture: Industry structure
4. Lecture: Competitive strategy
5. Case Presentation
6. Case Presentation
7. Case Presentation
8. Case Presentation
9. Case Presentation
10. Case Presentation
11. Case Presentation
12. Term Project Presentation
13. Term Project Presentation
14. Final Test

#### ■ Study Required Outside of Class

Sheltered Course (Min. TOEIC:730);Max 35 students; Passed BT175:Intro to Strat Mgt

Students are required to read cases before discussion. For term project presentation, a student selects a firm and investigates its globalization strategy and process.

#### ■ Evaluation

Final Test (20%); Term Project Presentation (10%); Class Participation (30%); Homework (10%); Case Studies (group)(30%)

#### ■ Textbooks

Wheelen, Hunger, Hoffman & Bamford, 2015 *Strategic Management and Business Policy* (Pearson ISBN: 0133126145)

#### ■ Readings

Porter, 1998 *Competitive Strategy* (Free Press), and others

#### ■ Others (e.g. HP)

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Corporate Finance and Valuation</b>
Instructor	TAKEZAWA, N. HONGO, A.
Credit	2 Credits
Course Number	GBU3301

#### ■Course Objectives

This course provides an overview of the theory and practice of Corporate Finance and Valuation.

#### ■Course Contents

The core of the course covers discounted cash flow based valuation skills used most often by financial analysts, investment bankers, and corporate financial officers.

#### ■Course Schedule

1. Introduction: Value, Income Statements, balance Sheet, ROE, ROA, PER, PBR
2. Time Value of Money, Valuing Bond and Equity
3. NPV and Other Investment Criteria, Free cash flow
4. Risk and Return
5. Portfolio Diversification
6. Capital Asset Pricing Model
7. Weighted Average Cost of Capital
8. Mid-term Test
9. Payout Policy
10. Capital Structure
11. Capital Structure
12. Company Valuation
13. Economic Value Added
14. Final Test

#### ■Study Required Outside of Class

Prerequisite: Finance (BT183) or a course covering an introduction to finance. Background in basic accounting. Some homework assignments.

#### ■Evaluation

Mid-term Test (35%); Final Test (40%); Group Work (15%); Class Participation; Homework Assignments (10%)

#### ■Textbooks

Akashi Hongo, 本合曉詩, 2014 *A Bilingual Introduction to Corporate Finance*, 『対訳 英語で学ぶコーポレートファイナンス入門』(中央経済社 ISBN-10:4502116912)

#### ■Others (e.g. HP)

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Business and Society</b> < From CSR, CSV, to Social Innovation >
Instructor	NISHIHARA, A.
Credit	2 Credits
Course Number	GBU2701

#### ■Course Objectives

The role and the responsibility of businesses in society has been gaining attention since around 2000, reflecting the needs to create values for the society through collaboration between business, government, academics, and citizens; in short, social innovation. This course aims at; a) providing understanding on the role and the responsibility of businesses in society with a focus on social innovation, and b) helping students to think how to act as "good" business leaders.

#### ■Course Contents

This course will consists of three parts; a) the role and the responsibility of business in society, b) business ethics, and c) social innovation. In each part, related concepts will be explained, followed by case study to learn practical application of the concepts.

#### ■Course Schedule

1. Introduction: Perspective of Knowledge Creating Theory
2. Business and Society: CSR
3. Business and Society: CSV
4. CSR and CSV: Case Study 1
5. CSR and CSV: Case Study 2
6. Guest Speaker
7. Business Ethics: Doing good in Crisis
8. Business Ethics: Judging good in everyday situation
9. Business Ethics: Role Play
10. Social Innovation: Case Study 1
11. Social Innovation: Case Study 2
12. Social Innovation: Case Study 2
13. Guest Speaker
14. Final Test

#### ■Study Required Outside of Class

To be advised in class.

#### ■Evaluation

Final Test (40%); Class attendance and Participation (30%); Reaction Paper after each class (30%)

#### ■Textbooks

To be advised in class.

#### ■Readings

C. K. Prahalad, 2009 *Fortune at the Bottom of the Pyramid, Revised and Updated 5th Anniversary Edition, The: Eradicating Poverty Through Profits* (Pearson Prentice Hall 978-013700927)

#### ■Others (e.g. HP)

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Business and Society in Asia</b> <Introduction to Social Entrepreneurship>
Instructor	SHANKAR, S.
Credit	2 Credits
Course Number	GBU4701

#### ■Course Objectives

The course aims at providing an understanding of the concept of social entrepreneurship, the typical stages in development of a social enterprise, the organizational forms observed, sources of funding and how the impact of social enterprises can be measured.

#### ■Course Contents

Introduction, Social Entrepreneurship Process, Developing social enterprise business plan, Organisational forms of social enterprises, Funding social enterprises, Measuring the impact of social enterprises.

#### ■Course Schedule

1. Introduction to Social entrepreneurship
2. Grameen Bank Case 1
3. The social entrepreneurship process
4. Grameen Bank Case 2
5. Recognizing social opportunities
6. East Bali Cashews Case
7. Developing a social enterprise business plan
8. Organisational forms of social enterprises
9. Funding social enterprises
10. Scaling up social enterprises
11. Wrap-up
12. Writing Assignment 1
13. Writing Assignment 2
14. Writing Assignment 3

#### ■Study Required Outside of Class

Preparation for class and case discussions is mandatory.

#### ■Evaluation

Final Report (40%); Class Participation (30%); Mid-term test (30%)

#### ■Textbooks

David Bornstein and Susan Davis, 2010 *Social Entrepreneurship: What Everyone needs to know* (Oxford university press)

#### ■Others (e.g. HP)

Mainstream Course (Min.TOEIC:900)