

Course Title	<b>Marketing Communications and Penetrating the Japanese Market</b>
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. Brand Management & Buyer Behaviors
4. Test 1
5. IMC Planning
6. Advertising Campaign Management
7. Advertising Design
8. Test 2
9. Traditional Media Channels
10. Digital Marketing & Social Media
11. Alternative Marketing
12. Sales Promotion, PR, & Sponsorship
13. Test 3
14. Recap of course

### ■Study Required Outside of Class

Read assigned chapters

### ■Evaluation

Test 1 (25%); Test 2 (25%); Test 3 (25%); Group Report (25%);

### ■Textbooks

Clow, K. E. & Baack, D.. 2016. *Integrated advertising, promotion, and marketing communications*. (Pearson ISBN: 9780133866339)

### ■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	<b>Global Strategic Management</b> < What should a company do to create and sustain its global competitive advantage >
Instructor	NISHIHARA, 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. Strategic Positioning: PESTLE and Five Forces
3. Strategic Positioning: Five Forces and Value Chain
4. Strategic Positioning: BCG Portfolio
5. Strategic Positioning: Diamond Model
6. Operational Excellence: VRIO and Core Competence
7. Operational Excellence: Organizational Learning
8. Guest Speaker
9. Organizational Knowledge Creation: Knowledge and SECI Model
10. Organizational Knowledge Creation: SECI and Ba
11. Organizational Knowledge Creation: Wise Leadership
12. Guest Speaker
13. Wrap-up
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

1. Henry Mintzberg, Bruce Ahlstrand, 2008 *Strategy Safari: The complete guide through the wilds of strategic management (2nd Edition)* (Pearson Education ISBN: 0273719580)
2. Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand, 1998 *Strategy Safari: A Guided Tour Through The Wilds of Strategic Management* (Free Press ISBN: 0684847434)
3. Ikujiro Nonaka and Hirotaka Takeuchi, 1995 *Knowledge Creating Company* (Oxford University Press ISBN: 978-019509269 (1or2))

### ■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Introduction to Strategic Management</b>
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%); Midterm Test (35%); Class Participation (25%)

### ■Others (e.g.HP)

Sheltered Course (Min.TOEIC:730)

Course Title	<b>Finance</b> < 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.
- be able relate finance to topics learned in International Business A & B
- 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, and 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 Listing Abroad
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. NPV and IRR: Applications
8. Understanding Risk & Return and Portfolio Diversification
9. An Introduction to the Capital Asset Pricing Model (CAPM)
10. The Foreign Exchange Market and Purchasing Power Parity
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 will be announced in class. Notes uploaded on web.

### ■ Evaluation

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

Students must earn a passing grade on the final test in order to pass the course. 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

Stephen Ross, Randolph Westerfield, Jeffrey Jaffe, and Bradford Jordan *Modern Financial Management* (McGraw Hill)  
Richard Brealey, Stewart Myers, Franklin Allen *Principles of Corporate Finance* (McGraw Hill)

### ■ 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	<b>Financial Accounting</b> <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.

#### ■ Course Schedule

1. Introduction (What is accounting?)
2. Accounting and financial statements (Ch. 1)
3. Accounting principles① (Generally Accepted Accounting Principles) (Ch. 2)
4. Accounting principles② (Generally Accepted Accounting Principles) (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 Statement① (Understanding the structure of Income Statement) (Ch. 4)
8. The Income Statement② (Analyzing Income Statement) (Ch. 4)
9. Mid-term test and accounting topics (Auditing etc.)
10. The Cash Flow Statement (Learning the outline of Cash Flow Statement) (Ch. 5)
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 of previous course contents
14. Final Test

#### ■ Study Required Outside of Class

Students are expected to read the assigned textbook chapters (Chapter 1 to 5, and 7) 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	<b>Intercultural Business Management</b>
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)