

International Trip to Japan: March 2015

GSM 7261G: Global Management, Asia, and Japan

Instructor

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Required Texts TO BE DECIDED XXX

1. Author (year), *Japan*, Publisher. ISBN:. Order here: [http...](http://)

2. Case Packet. Obtain from Harvard Business Publishing. Visit this link: <https://harvard.edu/cbmp/access/4327> and purchase the coursepack.

Recommended Reading

Bloomberg Businessweek(www.businessweek.com), *Economist*(www.economist.com), *International Business Times* (www.ibtimes.com), and *Wall Street Journal* (www.wsj.com) are good periodical sources for international business.

Course Description and Rationale

This is a one-credit course to accompany the international study trip to Japan, March, 2015. The trip includes visits to numerous companies, organizations, and cultural sites in and around Tokyo. In this course we study (i) fundamentals of international management, (ii) the environments and challenges of a key Asian economy, (iii) strategies and operations for doing business in Asia, and (iv) specific aspects of business in Japan.

Japan is home to 130 million people, in an area the size of California. Following World War II, the country emerged as an important world power in economic and geopolitical terms. Japan is the world's third largest economy. Per-capita income of \$38,000 implies enormous buying power. However, the country's economy has been relatively stagnant for some years, with high government debt.

Despite the recent growth of China and India, Japan remains a major force in world commerce. Japan has a huge industrial capacity, and is home to some of the largest and most technologically advanced producers of motor vehicles, electronics, machine tools, ships, chemicals, and processed foods. The country's retail market is huge. Japan is also an important destination for R&D and manufacturing in numerous industries.

Japan's civilization dates back some 12,000 years. The country is widely known for its traditional arts as well as its contemporary pop culture. It is still possible to see kimono-clad women shuffling down the street with umbrellas overhead, alongside

countless 'salarymen', white-collar workers in their Western suits. A sophisticated cuisine, unique social customs, and refined visual arts contribute to a culture attractive, and sometimes fashionable, to people around the world.

We will stay in Tokyo, one of the planet's great cities, and the world's most populous metropolitan area, with more than 30 million people. The Tokyo region is home to most of Japan's largest companies, many of which compete directly with US firms. Tokyo is also the nation's center of government. We will travel by bus and via Tokyo's excellent subway and suburban train system.

Learning Objectives

The learning objectives for this course include the following:

- Understand essential aspects of international business, especially market entry and international operations
- Gain familiarity with the institutions, systems, infrastructure, and other environmental characteristics of countries in Asia
- Begin to acquire a mindset for developing and applying entrepreneurial and innovative business approaches for success in Asian economies
- Understand basic managerial requirements for the successful performance of firms in Japan.

Course Format:

The course will emphasize the following activities:

1. The professor will present course material, which we will discuss as a class.
2. You will write an ongoing *Journal* in which you record your perspectives, insights, and questions regarding this course and the international trip, which will be used to support class discussion.
3. You will give a *Case Presentation*, as part of a team.
4. Your learning will be assessed via an *Essay Exam* on the course textbook.

ASSESSMENT	Percent of Final Grade
Class participation	20%
Journal	25
Case Presentation	25
Take-Home Essay Exam	30

IMPORTANT NOTE: This class is graded Pass/Fail. There are three assignments: the Journal, Case Presentation, and Essay Exam. To receive a "Pass" for the class, you must attain a passing grade on all three assignments. Completing only two of the assignments with a passing grade will result in an "Incomplete" for the class. Completing less than two assignments will result in a "Fail" grade for the class.

Detailed Course Content

Lectures

A packet of the lecture overheads is available on WISE. A good strategy is to bring this to class and take notes as needed. This will save time and increase learning.

Participation:

Participation counts for much of the total grade and is an important part of the learning process. You can participate only to the extent you attend class. Learning is a systematic process that is optimized the more of your senses you involve. By *attending* class regularly, *listening* to the lectures, *taking notes*, and *participating* in class discussions, you will maximize your learning. Proactive and thoughtful participation enlivens class discussions, stimulates ideas, challenges ideas, and maximizes the learning experience. Your ability to succeed in business is reflected in large part by your ability to participate intelligently and confidently in meetings, conferences, sales encounters, and other venues. Take advantage of this class to develop your participation skills. In addition, you undoubtedly know many things the professor does not know, including specific industry knowledge and current events. Do not hesitate to participate or challenge the professor in the event you can make a positive contribution.

Journal:

You are to keep an electronic journal during the class in which you provide your *reflections* on the readings for the class and the international trip. Specifically, you are to write a minimum of *seven* single-spaced pages of reflection (about one page per day of the program) that expresses your comments and insights about the readings, lectures, and especially the trip itself, particularly material you found helpful or interesting. A good approach is to take notes at our meetings in the country and incorporate those into the journal. Aim to emphasize your perceptions, insights, and questions on the material and the trip, and be substantive. It might help you to focus on material and experiences that hold particular meaning to your job or career aspirations.

There are numerous benefits to keeping the Journal. It forces you to read the material and think about it in a substantive way. It helps you develop writing skills and the ability to formulate and express your thoughts efficiently. The journal fosters learning in a substantive way. For my part, I will be looking for journal entries that provide evidence of your reading and learning from the material and the trip. ***Turn in your completed Journal to the WISE Drop Box.*** Type up your Journal in a word processor. In the past, many have included photos in their Journal. I will grade the Journal at the end of the term.

Case Presentation

To facilitate real-world practice and help improve your analysis, problem-solving, and communications skills, you will present *one* case from the course packet, as part of a team. Imagine you are a consultant specialized in international management. Prepare your presentation and be prepared to actively discuss it in class. After you present the case, we will discuss it in class. There is no case paper due. You are to present the case only.

You should do an excellent job on the presentation, emphasizing particularly your analysis of problems indicated in the case and formulation of good solutions. If possible, please find a *relevant, substantive* video at YouTube or elsewhere to show with the presentation, this is often helpful. The presentation should be 15-25 minutes. The presentation will be given in class on the case discussion day. We will then discuss the case in class.

Suggested outline for the case presentation:

- Analysis of *Current Situation* facing the organization or individual (for example, regarding the business environment, industry, organization, and its plans)
- Analysis of *Problems/Challenges* and their core elements
- Formulation and Evaluation of *Alternative Courses of Action to Address the Problems/Challenges* (this is the most important part of your presentation)
- *Selection, Justification, and Implementation of the Chosen Course of Action*
- Professionalism and clarity of presentation (how much confidence and authority do you convey; how well can audience understand what you convey)

All students are to read all cases sufficient to be able to engage intelligently in class discussion about the case and the case presentation. Periodically, the professor will assess your understanding of individual cases, to ensure you are reading and understanding the case material. Acquiring the skill of quickly reviewing and understanding management cases will support you in your career.

Essay Exam

A take-home essay exam will be given as indicated in the course schedule to evaluate your performance. The exam will cover material from the text, cases, and material in the lectures not necessarily presented in the text. The exam is to be completed independently; it is *not* a group project. Working on your exam with another student(s) is considered cheating. **Turn in your completed exam to the WISE Drop Box.**

Administrative Notes

Honesty and Integrity: Plagiarism is verbatim copying of material from the Internet, library databases, books, articles, and other such sources, without attribution. The Atkinson Graduate School of Management requires that students (1) uphold the highest standards of academic integrity in their own work, (2) refuse to tolerate violations of academic integrity, and (3) foster a high sense of integrity and social responsibility. Consistent with this policy, I expect you to conduct yourself in an honest and professional manner, with integrity. This implies that all work must be yours. Plagiarism and cheating will be dealt with to the fullest extent possible. I have given 'F' grades for plagiarism in the past. The professor will check written assignments at random, using Willamette's *TurnItIn* software, which detects plagiarism.

It is okay to draw on the work of other people or organizations, *as long as you attribute the source of this work* (i.e., by providing appropriate citations and associated references in a bibliography) **and use quotation marks for material that is taken verbatim from a given source.** *You must develop the habit of attributing any work or*

ideas that are not your own. Careers have been damaged or destroyed due to plagiarism. Throughout your career, plagiarism can be avoided by appropriately attributing others' work. At the same time, while using and attributing others work is often useful, it is best to acquire the habit of formulating and communicating *your own* thoughts and ideas. Thus, I strongly discourage written assignments that are not essentially your own work.

Students with Disabilities: Students with disabilities who require accommodation should notify me of the nature of accommodation you require in the first week of class. Additional support is available from the Willamette University Disability Services Office (www.willamette.edu/dept/disability), telephone 503-370-6471.

Attend and participate in all classes. The success of class discussion on cases and other activities depends on advance preparation and eager participation. Discussion and participation constitute a significant part of your final grade. Your thoughtful contributions, discussion, and active listening are important. Notify the professor if you are going to be absent.

Teamwork and Team Evaluation. You must participate actively in the assigned team. A form you can use to assess fellow team members is provided in the Appendix here, based on their respective contribution to the team project. Complete and email this form to the professor. It will be treated confidentially.

Use of Laptops and Cell Phones. I encourage you to bring your laptop computer or similar device to class. Laptops are useful in class for taking notes, doing assignments, and checking material discussed in class. However, please do not use your laptop during class for activities not related to the class. Such usage violates Willamette's policy on Expectations of Conduct. Regarding cell phones, texting is *not* allowed during class. For emergencies, please step out of the classroom to text or call.

Course Schedule

Date	Text Chapter / Class Lecture	Class Activity / Discussion
Saturday, March 7 Mudd 204, Salem	<ul style="list-style-type: none"> •Essentials of international management • Introduction to business in Asia •Business and management in Japan 	Launch Journal Assign Cases
Saturday, March 14, Mudd 204, Salem	•Business and management in Japan, cont'd	Journal Case Presentations Distribute Take-Home Exam
Monday, April 14		Take-Home Exam due All Journal entries due All Case papers due

NOTE: Dates and times are tentative

APPENDIX

GROUP PROJECT TEAM MEMBER EVALUATION FORM

Date:

Project:

Your name:

As a result of your team's performance on this project, the company was able to increase profits substantially this quarter and has decided to award your team a one-time bonus pay of \$100,000. Please use the form below to decide how this \$100,000 should be divided among each of the team members, *according, in your opinion, to their respective contribution to the project.*

<u>Team Member Names</u>	<u>Portion of Bonus Pay</u>
Your name:	\$
Name:	\$
Name:	\$
Name:	\$
Name:	\$
Name:	\$
Total	\$100,000

(Note: Amounts allotted should add up to \$100,000. If you believe everyone's contribution was equal, then all of the amounts should be equal. **This information will be used to calculate the final grade of your team members**).

Please explain below, if desired, why you allotted the above amounts to each team member, regarding all aspects of the project (e.g., research, analysis, writing, team meeting participation, presentation preparation, etc.).