

Industry and Enterprise Research I

Syllabus Number

MAN-313

Compulsory Elective

2 credit

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1. Course Description

The electric industry of Japan had a huge power from 1970 to 2000. It almost conquered the world market. In particular the name of Sony was brilliant. Sony invented trinitron color television and Walkman. Japanese companies like Sony, Panasonic, Toshiba, Hitachi, Mitsubishi, Sanyo, Sharp and NEC, Fujitsu produced high quality and low price goods. But in these 10 years, Sanyo and Sharp were bought by foreign companies. Toshiba sold semiconductor division to a foreign company. What happened? Where is the electric industry going?