

経営学演習Ⅰ

Compulsory 2
credit

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1. Course Description

The purpose of this seminar I is to make students understand the strategic management of tourism-related firms and industries on the basis of the results of previous researches. In order to achieve the purpose, the seminar is to learn through discussion with students about the strategic management of the tourism-related firms and industries. In particular, in this seminar, we will learn about the following. What is sutrategic management ? and what is that theory? Futhermore, at this seminar, we will learn about applying startegic management to the analysis of tourism-related firms and industries.