

Business Capability II

Syllabus Number

CAE-208

Elective

2 credit

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1. Course Description

In 2021, if circumstances allow Tokyo to welcome the world as the host of the 2020 Olympic and Paralympic Games as planned, Japan is anticipating reaching the 40-million overseas visitor mark, and eagerly looking ahead to 2025 when the World Expo returns to Osaka after 55 years. The government has designated the tourism industry and cultural affairs as pillars of its growth strategy.

Many of the industries that are being severely impacted by the spread of the novel coronavirus (COVID-19), including accommodations, food & beverage, travel, movie theaters, performing arts/event promoters (including professional sports promoters) and amusement/theme parks, are tackling the pressing task of cutting down their operations. Going forward, there are high expectations for growth and emergence of new business opportunities online and through digitalization in these industries.

In this course, students will study the significance of this as well as issues to be tackled, and carry-out research in line with the respective themes.