

Business Capability I

Syllabus Number

CAE-207

Elective

2 credit

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1. Course Description

This year, when Tokyo welcomes the world as the host of the 2020 Olympic and Paralympic Games, Japan is anticipating reaching the 40-million overseas visitor mark, and eagerly looking ahead to 2025 when the World Expo returns to Osaka, Kansai after 55 years.

The government has designated the tourism industry and cultural affairs as pillars of its growth strategy.

Considering this environment, the country is facing pressing issues such as how to deal with the shortage of accommodation facilities in the Tokyo metropolitan area and how to revitalize regional areas. Going forward, it will be key to promote products and services that embody Japan's culture, including its fashion, film/animation/media, food, cosmetics, stationery and more, to the global community.

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