

Industry and Enterprise Research II

Syllabus Number

MAN-308

Elective

2 credit

WAKASUGI, Kazumasa

1. Course Description

The aim of this class is to understand the food industry, corporate strategy and activities. The food industry has a large place in the Japanese economy and is closely related to people's lives.

In this class, you will learn beverage industry, liquor industry, restaurant industry, and the history, management strategies, competition strategies of major companies. Through this class, you will learn what major companies in the food industry have developed in relation to the market, including practical aspects.

We would like to learn about what a company is and how to achieve growth.