

## 外食・食品産業経営論特講Ⅰ

Elective 2 credit  
WAKASUGI, Kazumasa

### 1. Course Description

In the spring class, the main theme is the food industry. First, learn about changes in the industrial structure caused by changes in the market environment. While the domestic market is expected to shrink, you will learn about the current status of Japanese food companies overseas expansion and the structure of competition with major US and European companies. In addition, we will deepen our understanding by discussing specific management strategies and marketing strategies using typical major food companies as examples. In the autumn class, we will focus on the food service industry based on what we have learned about the world food industry, and learn about its development history, the structure of the industry, and the business strategies of restaurant companies.

As the domestic market is expected to shrink due to the declining birthrate and aging population, I would like to discuss with you how you can describe the growth strategy of the restaurant industry.