

Business Capability II

Syllabus Number MAN-202
Elective 2 credit
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1. Course Description

Japan's tourism industry has been designated by the government as one of the pillars of its growth strategy, aiming to welcome 60 million visitors by 2030, and the country had been anticipating reaching the 40-million overseas visitor mark by 2020.

However, 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.