

Industry and Enterprise Research I

Syllabus Number

MAN-316

Elective

2 credit

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1. Course Description

Automotive industry is reviewed comprehensively in this course. This industry is regarded quite important and influential in the whole economy due to various key elements involved therein like capital, human resources, production facilities, materials and technologies. Consequently, harsh global competition both in the saturated markets in advanced countries and in the rapidly growing markets in the emerging countries is unavoidable among major automotive manufacturers. Issues related to environment/safety will be also studied as well as self-driving car, electric vehicle and car sharing.