

Industry and Enterprise Research II

Syllabus Number

MAN-304

Elective

2 credit

ISHIKAWA, Masashi

1. Course Description

Automotive industry is further studied following spring semester. In this autumn semester, automotive market and industry in some major territories like Japan, North America, Europe and BRICs countries is reviewed. Also some related industries like automotive components, new car sales and used car sales will be studied followed by the analysis of various functions of automotive companies like R&D, procurement, production, marketing, after sales service and logistics. Type of engines/fuels for automotive and future transportation system will be also studied.