

Industry and Enterprise Research II

Syllabus Number MAN-304
Elective 2 credit
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1. Course Description

SMEs account for 99.7% of the total number of companies in Japan, and the tourism industry is no exception. The purpose of this lecture is to learn about the industrial structure and companies centered on the tourism industry, focusing on small and medium-sized enterprises. In particular, we will deepen our knowledge with examples of industrial structures and companies in the region. Lectures are not only unilaterally spoken by faculty members, but also discussed. It is desirable to take the course all year long to get an overall overview.

* If necessary, we will invite related parties as guest lecturers.

* A mini test may be conducted irregularly.

* Some lectures may be held online.