

Japanese Medium and Small Companies II

Syllabus Number

ECP-220

Elective

2 credit

KAN, Viktoriya

1. Course Description

The course provides students with a systematic knowledge of the theory and practice concerning SMEs in Japan. During the second semester, the course will give students an insight into the variety of problems facing SME founders and some fundamental issues of SME management at different stages of the firm life cycle, such as the determinants (regional and by industry) of business start-ups, financial and human resource management, marketing and other issues of strategic behavior at SMEs growth and maturity stages.