

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

KAN, Viktoriya

1. Course Description

The course is designed to assist students in understanding the essence of entrepreneurship and the key success factors of doing business under the severe market competition and changing business environment. Students working in groups will conduct a research on strategic management of successful Japanese companies. They will start from the problem formulation and statement of research question, and will go through the whole process of information gathering and analysis with the final presentation of the group work results.