

Business Capability I

Syllabus Number MAN-201
Elective 2 credit
MIYAZAKI, Hiroki

1. Course Description

Japan's tourism industry has been designated by the government as one of the pillars of its growth strategy, and the country had been anticipating reaching the 40-million overseas visitor mark by 2020. Although the novel coronavirus (COVID-19) influenced those prospects, Japan is eagerly looking ahead to 2025 when the World Expo returns to Osaka after 55 years.

However, many of the industries that are being severely impacted by the spread of COVID-19, including accommodations, food & beverage, travel, movie theaters, performing arts/event promoters (including professional sports promoters) and amusement/theme parks, are tackling the pressing task of streamlining their operations. Going forward, there are high expectations for growth and emergence of new business opportunities online and through digitalization in these industries.

In this course, students will study the significance of this as well as issues to be tackled, and carry-out research in line with the respective themes.