

Industry and Enterprise Research IV (Industry and Enterprise ResearchIV)

Syllabus Number

MAN-324

Elective

2 credit

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1. Course Description

The biggest challenge for mature Japanese companies today is the creation of innovation.

In this course, we will learn the rules for practicing a well-balanced approach by discussing examples of companies that have achieved a good balance between "exploration" and "exploitation" in their corporate activities, as well as examples of companies that have been stuck in the success trap of being biased toward exploitation. We also learn about the essentials of leadership needed to run an organization.

In order to encourage students to learn independently, they will be asked to make a presentation based on a corporate case study of their choice. Please make use of this opportunity to pursue your "One's way", which is the educational philosophy of Teikyo University.