

Industry and Enterprise Research I

Syllabus Number MAN-307
Elective 2 credit
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1. Course Description

1. Class outline (aim)

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. You will learn what kind of industrial policy is being implemented not only in Japan but also in Australia, where the ratio of SMEs is high as in Japan.

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.
- * Discuss issues and directions for tourism-related industries.
- * A mini test may be conducted irregularly.
- * Some lectures may be held online.