

現代企業論Ⅲ (Contemporary EnterpriseⅢ)

科目ナンバリング MAN-209
選択必修 2単位

武田 基秀

1. 授業の概要(ねらい)

Lecture for “Contemporary Enterprise Ⅲ”

Remarks:

welcoming Japanese students who challenge to learn and work together for Innovation Study in English.

This course focuses an introductory study of Contemporary Enterprise, its principles of management, dynamic and present features as well as case studies of today's leading companies and small hidden champion companies.

All lectures and workshops are given in English.

It is open to foreign students as a part of Teikyo Asian Exchange Program (TAEP). And also it is welcoming Japanese students who challenge an essential style of studying in global society to learn and work together in English. Possible kind navigations would be provided for students who face some difficulties to fit to unfamiliar style of learning in English.

2. 授業の到達目標

① to understand on corporate management strategy of various enterprises, especially in terms of philosophy on their value of company and knowhow as well as current metrics to manage their sustainable success.

② to be able to explain on principles and features of Contemporary Enterprises learned through practical cases such as Mitsubishi Group Companies and others.

3. 成績評価の方法および基準

Your course grade is based on the following components:

Mid-term reports and the final report (exam): 40%

Workshops and Discussion/ Participation and Contribution:30%

Class Participation / Your Discipline:30%

4. 教科書・参考文献

教科書

Text materials such as original papers made by the lecturer, and articles from The Economist and Harvard Business Review be distributed or put on LMS.

参考文献

(available in Internet) 『World Economic Forum 2018&2019』

Hermann Simon 『Hidden Champions of 21 centuries』 (Springer)

Charles F Kneight, 『Emerson / Performance Without Compromise』 (Emerson Electric Co.,)

Eric Schmidt and Jonathan Rosenberg 『How Google Works』 (Grand Central Publishing)

Jeffrey A. Timmons 『New Venture Creation- Entrepreneurship for 21st Century』

青松英男 『企業価値講義』 (日本経済新聞出版社)

(available in Internet) 『Softbank World in 2017&2018』

5. 準備学修の内容

to study on various materials of 『World Economic Forum 2018&2019』 you could get through WEF internet site.

6. その他履修上の注意事項

to be explained in the lecture of introduction

Remarks: Syllabus could be modified depending on profiles of students.

7. 授業内容

- 【第1回】 Course Overview
Principles of Enterprise in terms of Value.
- 【第2回】 Key Elements of Enterprise No1 : Bird view on features on Enterprises
- 【第3回】 Key Elements of Enterprise No2: Mechanism of Corporation
- 【第4回】 Key Elements of Enterprise No3: Philosophy and Knowhow
- 【第5回】 Workshop-1: Philosophy and Knowhow of Mitsubishi Group Companies
- 【第6回】 -continued- Mitsubishi Corporation and Sogoshosha (1)
- 【第7回】 -continued- Mitsubishi Corporation and Sogoshosha (2)
- 【第8回】 -continued- Mitsubishi Heavy Industries and Machinery Industries
- 【第9回】 -continued- Kirin Bear and Lawson, and Food Industries
- 【第10回】 -continued- Mitsubishi Chemicals and Asahi Glass, Chemical, and Material Industries
- 【第11回】 -continued- MitsubishiTokyoUFJ Bank and Financial Industries
- 【第12回】 Workshop-2: 『World Economic Forum 2018&2019』
- 【第13回】 Emerson , a management method of the most beautiful enterprise
- 【第14回】 Hidden Champions, a management method of most beautiful enterprises
- 【第15回】 Uncertain and complex times / Principle of Contemporary Enterprise / its Philosophy, Knowhow, and their dynamic features