

# 現代企業論Ⅳ (Contemporary EnterpriseⅣ)

科目ナンバリング MAN-212  
選択必修 2単位

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## 1. 授業の概要(ねらい)

Lecture for “Contemporary Enterprise IV”

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

①to 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.

## 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

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

『World Economic Forum 2018&2019』

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

Charles F Knight, 『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 21sy Century』

青松英男 『企業価値講義』 (日本経済新聞出版社)

## 5. 準備学修の内容

to study on various materials of 『World Economic Forum 2018』 you could get through internet sites.

## 6. その他履修上の注意事項

to be explained in the lecture of introduction

## 7. 授業内容

- 【第1回】 Course Overview  
Principles of Enterprise in terms of Value.
- 【第2回】 Philosophy and Knowhow of Enterprises No1 : History of Japanese Enterprises
- 【第3回】 Philosophy and Knowhow of Enterprises No2 : World Economic Forum 2018&2019
- 【第4回】 Philosophy and Knowhow of Enterprises No3 : Japanese and Global Leading Enterprises and Hidden Champions
- 【第5回】 Workshop-1: Philosophy and Knowhow of Japanese and Global Leading Enterprises and Hidden Champions
- 【第6回】 -continued- a Case Study in IT Industries
- 【第7回】 -continued- a Case Study in Energy Industries
- 【第8回】 -continued- a Case Study in Food Industries
- 【第9回】 -continued- a Case Study in Auto Industries
- 【第10回】 -continued- a Case Study in Service Sector
- 【第11回】 -continued—a Case Study in Manufacturing Sector
- 【第12回】 Workshop-2: Philosophy and Knowhow of Asian growing Leading Enterprises and Hidden Champions
- 【第13回】 Principles learned from Emerson , a management method of the most beautiful enterprise
- 【第14回】 Principles learned from Japanese Enterprises Cases, management philosophy of most sustainable enterprises
- 【第15回】 Uncertain and complex times / Principle of Contemporary Enterprise / its Philosophy, Knowhow, and their dynamic features