

# 産業・企業研究Ⅳ (Industry and Enterprise ResearchⅣ)

科目ナンバリング MAN-306  
選択 2単位

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## 1. 授業の概要(ねらい)

In this course of Industry and Enterprise Research, global automotive industry will be taken up, focusing on its history, global alliance, major manufacturers and markets and some state-of-the-art technologies. Automotive manufacturers are competing each other in every corner of the world and at the same time, the issues related to safety and environment are crucial burden for them to cope with. Furthermore, C.A.S.E, standing for Connectivity, Autonomous, Sharing and Electricity will surely allow new players outside of this industry like Google and Apple, to join in this competition. What kind of powertrain will be dominant in 2030? Can ICT companies like Google invade successfully in this industry by 2040? Who/what will be driving vehicles in 2050? Let's try to think about the future of automotive industry together.

## 2. 授業の到達目標

The main objectives of this course are

- ① To understand the current situation of global automotive industry, and
- ② To acquire the ability to forecast its future from various pieces of the information provided with in this course.

## 3. 成績評価の方法および基準

Performance of the students is graded in the following elements and weightings.

- Attendance (mandatory)
- Class participation/contribution: 15%
- Review tests: 30%
- Mid-term exam.: 20%
- Final exam.: 35%

## 4. 教科書・参考文献

教科書

Instead of any specific textbook, prints will be distributed in every class. Additionally, any books related to the subject will help students in obtaining necessary information, many of which will be available in various languages at book stores.

## 5. 準備学修の内容

Students are encouraged to review the contents after each class for better understanding and furthermore, to follow the latest information regarding automotive industry by checking daily media. Such review will be tested as appropriate as above-mentioned review tests.

## 6. その他履修上の注意事項

Participation to the class and aggressive approach to the subject are essential.

## 7. 授業内容

- 【第1回】 Introduction
- 【第2回】 Automotive market in USA① Statistics and history
- 【第3回】 Automotive market in USA② Special topics  
\* Mini-test will be carried out therefore students are encouraged to review work over the past classes.
- 【第4回】 Automotive market in Europe① Statistics and global position
- 【第5回】 Automotive market in Europe② 5 major markets  
\* Mini-test will be carried out therefore students are encouraged to do review work over class #4 and #5.
- 【第6回】 Automotive market in BRICs① Statistics and global position
- 【第7回】 Automotive market in BRICs② 4 major markets
- 【第8回】 Interim summary and mid-term exam. Students are encouraged to do review work over class #1 to #7.
- 【第9回】 Automotive parts industry
- 【第10回】 Other related industries① Finance, insurance and logistics
- 【第11回】 Other related industries② Car sharing, car rental and recycle
- 【第12回】 Engine and fuel  
\* Mini-test will be carried out therefore students are encouraged to do review work over #9 to #12.
- 【第13回】 Future mobility systems① Self-driving and safety
- 【第14回】 Future mobility systems② HV/EV/PHEV/FCV
- 【第15回】 Summary and final exam. Students are encouraged to do review work over all the classes in this semester.