

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

World Economic Forum 『World Economic Forum 2021&2022』 (available in Internet)

Softbank World 『Softbank World in2018&2019&2020&2021&2022』 (available in Internet)

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

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

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

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: Covid-19 Pandemic what we have learned and those analysis
- 【第6回】 Workshop-2: Philosophy and Knowhow of Contemporary Enterprises and those phenomenon
- 【第7回】 -continued- Case: Sogoshosha
- 【第8回】 -continued- Case: Machinery Industries
- 【第9回】 -continued- Case: Food Industries
- 【第10回】 -continued- Case: Chemical, and Material Industries
- 【第11回】 -continued- Case: Bank and Financial Industries
- 【第12回】 Workshop-3: 『World Economic Forum 2021 &2022』
- 【第13回】 Emerson , a management method of the most beautiful enterprise
Hidden Champions , a management method of most beautiful enterprises
- 【第14回】 Uncertain and complex times / Principle of Contemporary Enterprise / its Philosophy, Knowhow, and their dynamic features (1)
- 【第15回】 Uncertain and complex times / Principle of Contemporary Enterprise / its Philosophy, Knowhow, and their dynamic features(2)