

産業・企業研究Ⅲ (Industry and Enterprise ResearchⅢ)

科目ナンバリング MAN-323
選択 2単位

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1. 授業の概要(ねらい)

The industry map continues to change. New industries are born and develop, previously unrelated industries are connected to each other, and once-flourishing industries are shrinking. So why do industry maps continue to evolve? It is because the needs of society and the people who live and work in it change.

In this course, students will learn about sustainable management, which is required by society today, by understanding the map of the industry and taking up corporate examples.

In order to encourage students to learn independently, they will be asked to make a presentation based on a corporate case study of their choice. Please make use of this opportunity to pursue your "One's way", which is the educational philosophy of Teikyo University.

2. 授業の到達目標

- ・Understand the business environment surrounding companies based on the ever-evolving industry map, and be able to explain it to others.

- ・Understand the essence of sustainable management from the perspective of responding to the business environment, and be able to explain it to others.

3. 成績評価の方法および基準

Class participation and contribution: 30%, Presentation: 30%, Final exam: 40%

4. 教科書・参考文献

教科書

Each lecture will follow a PowerPoint presentation. The materials will be uploaded to the LMS at least two days prior to the lecture, so please prepare by reading them yourself before class.

5. 準備学修の内容

The PowerPoint presentation will be uploaded to the LMS at least two days before the lecture, so please read through the materials and sort out any questions you may have in advance.

6. その他履修上の注意事項

Attendance and note taking are required for all lectures. The schedule for the 15th online lecture will be announced separately.

7. 授業内容

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| 【第1回】 | Introduction |
| 【第2回】 | Ever-evolving industry map |
| 【第3回】 | Sustainable management ① Transforming Our World: The 2030 Agenda for Sustainable Development |
| 【第4回】 | Sustainable management ② Revision of the Corporate Governance Code in 2021 |
| 【第5回】 | Sustainable management ③ Capital markets are looking ahead |
| 【第6回】 | Corporate example ① Fuji Oil |
| 【第7回】 | Corporate example ② Unicharm |
| 【第8回】 | Corporate example ③ Fujitsu |
| 【第9回】 | Corporate example ④ Hitachi |
| 【第10回】 | Corporate example ⑤ Ajinomoto |
| 【第11回】 | Corporate example ⑥ Shiseido |
| 【第12回】 | Corporate example ⑦ Marui Group |
| 【第13回】 | Presentation |
| 【第14回】 | Final exam. will be carried out therefore students are encouraged to do review work over all the lectures in this course. |
| 【第15回】 | Human capital management: Psychological safety at work (LMS) |