

# ECN120 Business administration

1st and 2nd quarters, Sophomore

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<b>Instructor</b>	NAKAMURA TOMOYA
<b>Style of Class</b>	Lecture
<b>Number of Credits</b>	2
<b>Day and Period</b>	Thursday, period 3

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## Course Description

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In order to explore and solve local problems, researching the management activities of local companies is crucial. Forming the basis for the other business management-related courses, this course will consist of lectures on the basic concepts and approaches of business management. It will cover a broad range of basic information about the field of business management, with the aim of providing students with the basic knowledge needed to take the other business management-related courses that will be offered later.

The field of business management is generally encompassing the study of individuals, organizations, and strategy. In this course, students will learn about the basic theories on people, organizations, and strategies of companies—the building blocks to vitalize local communities—from both a local and global perspective. The course will explain the basics of business management theory as well as specific examples of recent management phenomena, to foster students' ability to explore and solve local issues by themselves using their knowledge in business management.

## Course Objectives

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Students will:

- (1) acquire the skills to think logically and discuss issues faced by local companies today using the basic concepts and approaches of business management studies,
- (2) have a global perspective, and acquire the skills to respond globally to drive forward the globalization of local communities, and
- (3) acquire the knowledge to be able to offer suggestions for local government industrial policies from a business management perspective.

## Prerequisites

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None.

## Class Materials

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Reference materials:

Written and edited by Shibata Goichi and Nakahashi Kunizo, *Keiei kanri no riron to jissai* (Theory and reality of business management), new edition, Tokyo Keizai Joho Shuppan, 2003.

## Course Method

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The course will for the most part follow a lecture format, but with a focus on interactive learning.

## Evaluation/Assessment

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Response papers (RP):

Students must write response papers on the themes covered in class, which will be graded by the instructor.

## Grading

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50% Response papers

50% Report

## Course Schedule

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**Week 1: What is business management Studies?**

What is business management studies? What kind of academic discipline is it? This lecture will provide students with guidance on what business management studies is, as a field that studies organizations.

**Week 2: Japanese companies**

Business management studies analyze companies, and companies are organizations. This lecture will look at examples of Japanese companies to provide students with an understanding of what a company and what an organization is. Students will also learn about how companies have changed historically.

**Week 3: The age of globalization and innovation**

In studying business management, which takes into account local economy, vitalization of local communities through innovation and a global perspective are essential. But what do terms like innovation and globalization actually mean? In this lecture students will gain an understanding of what these two increasingly important concepts mean.

**Week 4: Micro-organizational theory 1—from classical management theory to human relations theory**

In order to gain a grasp of business management studies as a whole, students will study the following three broad areas: micro-organizational theory, macro-organizational theory, and management strategy theory. Micro-organizational theory has treated management theory as the study of people since the early days of business management studies. This lecture will trace the changes in management theory from classical management theory to human relations theory.

**Week 5: Micro-organizational theory 2—motivational theory**

Knowing what motivate people have and how that changes is needed to move people to act. In this lecture students will learn about motivational theory, which developed out of human relations theory.

**Week 6: Micro-organizational theory 3—leadership theory**

The impact of leaders is enormous in moving people to act. In this lecture students will learn about what leadership is, along with its function, and its impact on organizations.

**Week 7: Macro-organizational theory 1—organizational structure**

The shape of organizations has changed greatly over time. Macro-organizational theory studies organizations. In this lecture students will learn about how the structures of organizations have changed in terms of their necessity and roles, including matrix organizations which developed in conjunction with the development from functional organizations to divisional organizations and the further advancement of decentralization.

**Week 8 Macro-organizational theory 2—organizational processes**

Effective business management requires the appropriate organizational structure and management of the processes within the organization. In this lecture students will learn about the process of how problems in organization are solved.

**Week 9: Macro-organizational theory 3—innovation organizations and global organizations**

After acquiring the basics of organizational structure and processes, students will learn what shape organizations take when innovation and globalization efforts are implemented.

**Week 10: Strategic management theory 1—intended strategy and emergent strategy**

The last area covered in the course will be strategy. There are many views of strategic management. In this lecture, students will learn about the view of strategy as planned and the view that strategy is emergent.

**Week 11: Strategic management theory 2—resource-based strategy**

In this lecture, students will learn about the concept of resource-based strategy, which developed after the concepts of intended strategy and emergent strategy. This lecture will provide students with an understanding of what can be revealed by viewing a company's managerial resources as a basis for competitive advantage, and how the concept can be used to analyze a company.

**Week 12: Strategic management theory 3—positioning strategy**

In this lecture, students will learn about the concept of positioning strategy which has had a huge influence in the world since its development in the 1980s. Students will gain an understanding of the basic concepts to analyze companies with the SCP model and how to use it. The lecture will also provide students with an understanding of its analytical framework using familiar companies as examples.

**Week 13: Strategic management theory 4—innovation strategy and global company strategy**

After acquiring the basics of strategic management theory, students will learn about the types of strategies when innovation and globalization efforts are implemented.

**Week 14: Globalization and innovation in Japanese companies**

In this lecture, students will apply the fundamentals of business management studies—that of micro-, macro-organizational theory, and strategic management theory—to think about globalization and innovation in Japanese companies.

**Week 15: Local issues and business management studies**

In this lecture, students will re-examine local issues from the perspective of business management studies learned in the previous lectures. Students will discuss what impact innovation and globalization has on local economies, and what can be revealed using the theories of business management.

**Preparation and Follow-up**

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Prepare for each class by reading the designated reference materials corresponding to the theme of the lecture. After each class, re-read and think about the designated reference materials taking into account what was covered in the lecture. Write notes about what you noticed or did not understand, and your own thoughts on the subject.