

愛知東邦大学 シラバス

開講年度(Year)	2023年度	開講期(Semester)	前期
授業科目名(Course name)	Businesses in Focus		
担当者(Instructors)	Jordan Johnson	配当年次(Dividend year)	3
単位数(Credits)	2	必修・選択(Required / selection)	選択必修

<p>■授業の目的と概要(Course purpose/outline)</p> <p>Case studies (stories of a business and/or management situation that took place over a number of days or years) allow you to identify and analyze issues and offer solutions in different business sectors, from different levels of responsibility, and in different types of organizations. Similar to the real business world, this process (identify > analyze > propose) will help you develop your understanding of theory, improve the quality of your analysis, expand your business English, and increase your overall communication skills.</p>
--

■ 授業形態・授業の方法(Class form)	
授業形態(Class form)	演習
授業の方法(Class method)	<p>For each case study, you will:</p> <p>① Learn about and discuss different business tools and strategies to help you deal with various situations (lecture and pair work)</p> <p>② Identify/analyze problems and eventually brainstorm solutions (group/class discussion)</p> <p>③ Prepare for and hold business meetings to discuss your findings and propose/negotiate solutions (mock business meetings in groups).</p> <p>Throughout the semester you will take an ACTIVE part (group work, discussions, business meetings) in each class as we explore different case studies. This means that you will need to spend a significant amount of time preparing for each lesson.</p> <p>In the last class, you will make a case study presentation with a partner (pair work). This 5-7 minute PowerPoint presentation will require you to analyze the specifics of a case study from the first half of class (CS1, CS2, or CS3) while sharing your recommendations and justifying your reasoning.</p>

■各回のテーマとその内容(Each theme and its contents)			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Introduction to Case Studies (CS)	Get to know each other. Overview of syllabus, course expectations, and online learning tools. Introduction to using case studies for analysis.	<input type="checkbox"/>
第2回	Love Babies (CS1A)	Complete a SWOT and PESTLE analysis of an online retailer of baby gifts. Consider the differences between a mission and vision statement.	<input type="checkbox"/>
第3回	Love Babies (CS1B)	Identify problems in a basic case study analysis using a step-by-step process. Role play a simple business meeting using a set agenda.	<input type="checkbox"/>
第4回	Plus Furnishings (CS2A)	Use a BCG matrix to examine product range. Discuss product lifecycle and examine its stages.	<input type="checkbox"/>
第5回	Plus Furnishings (CS2B)	Categorize marketing problems into the 4 Ps of the Marketing Mix. Use transitions for addition, contrast, emphasis, example, and sequence. Role play a simple business meeting using a set agenda.	<input type="checkbox"/>
第6回	Fuzzy Communications (CS3A)	Assess a case study in general terms. Consider the effectiveness of SMART objectives and MBWA.	<input type="checkbox"/>
第7回	Fuzzy Communications (CS3B)	Become familiar with performance management and employer branding. Role play a simple business meeting using a set agenda.	<input type="checkbox"/>
第8回	Frist half review	Review the first three case studies and prepare for the second half of class. Begin work on case study presentations.	<input type="checkbox"/>

第9回	Vivovit (CS4A)	Create a written communication plan. Understand project management tools (WBS, CPM, etc.). Identify the 5 stages of a project life cycle.	<input type="checkbox"/>
第10回	Vivovit (CS4B)	Brainstorm possible solutions to problems identified in a case study. Create an agenda and role play a business meeting.	<input type="checkbox"/>
第11回	Schmidt GmbH (CS5A)	Use Porter's Five Forces for an external analysis of an industry. Use the 7S Framework for an internal analysis.	<input type="checkbox"/>
第12回	Schmidt GmbH (CS5B)	Understand Blue/Red Ocean strategies. Outline advantages and disadvantages. Create an agenda and role play a business meeting.	<input type="checkbox"/>
第13回	DownTown Media (CS6A)	Use a T-chart for pros and cons. Learn the Six Principles for Gaining Commitment from Employees.	<input type="checkbox"/>
第14回	DownTown Media (CS6B)	Discuss advantages and disadvantages of a merger, acquisition, joint venture, and strategic alliance. Create an agenda and role play a business meeting.	<input type="checkbox"/>
第15回	Presentations and class summary	Review the key concepts of a case study analysis. Present your case study analysis.	<input type="checkbox"/>

■授業時間外学習（予習・復習）の内容(Preparation/review details)

① REVIEW materials and vocabulary from the previous lesson while completing assigned tasks (about 1 hour/week). ② PREPARE for the next lesson by studying key vocabulary, completing assigned readings, and creating meeting agendas (about 3 hours/week).

■課題とフィードバックの方法(Assignments/feedback)

All readings and homework assignments must be completed before the start of the next lesson. Feedback will be given in-class during pair and group work sessions. All homework assignments will be returned with a score, comments, and advice. You should carefully review these comments/advice and apply them in the future. Email or visit the instructor during office hours to get additional help.

■授業の到達目標と評価基準(Course goals)

区分(Division)	DP区分(DP division)	内容(DP contents)
思考力・判断力・表現力	◆ 2021国際ビジネスDP2	<ul style="list-style-type: none"> ◆ Process case study information to identify and analyze business problems. ◆ Conduct meetings (proposals and negotiations) in English. ◆ Present findings and make recommendations clearly and logically.

■成績評価(Evaluation method)

筆記試験(Written exam)	実技試験(Practical exam)	レポート試験(Report exam)	授業内試験 (in-class exam)	その他(Other)
0%	0%	0%	100%	0%

授業内試験等(具体的内容)(Specific contents)

You will be evaluated on the following: ① Submission of homework that shows completion and understanding of assigned readings (40%), ② The ability to conduct in-class business meetings using skills and language developed in each lesson (40%), and ③ A final pair presentation that demonstrates understanding of case study analysis (20%).

■テキスト(Textbooks)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	English for Meetings: Phrases, Expressions, and One Case to Be Fluent in Meetings. Independently published: Adama Komou.	9798646687433
2		
3		
4		
5		

■参考図書(references books)		
No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	Vocabulary for Economics, Management, and International Business. John P. Racine & Takayuki Nakanishi. Nan'un-do Publishing.	9784523178194
2		
3		
4		
5		