

Liverpool John Moores University

Title: MANAGING BUSINESS IN JAPAN
Status: Definitive
Code: **6000LAJP** (108267)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Kenichiro Hada	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Seminar presentation	40.0	1.00
Test	AS2	Language test	20.0	1.00
Essay	AS3	Written assignment	40.0	

Aims

This module aims to provide students with an appreciation of the key factors that underpin business practice in Japan, and the strategies that should be adopted to achieve success there, together with practical guidance on how to work within a company dealing with Japan.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the role of the economy of Japan within the global economy.
- 2 Understand the key drivers behind the Japanese economy.
- 3 Identify key cultural issues critical to business success in Japan.
- 4 Apply appropriate linguistic strategies for simple communicative functions in Japanese.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2	3
Language test	4		
Essay	2	3	

Outline Syllabus

Country profile – a brief introduction to Japan: Geography, History, Politics, Religion.

The Japanese Economy – overview of Japan's economic development, infrastructure, key industries, the market and consumers. Overview of what the economies are based on: population profile, resources, major products, markets, companies, status in world trade, current economic indicators: active population, unemployment, GDP, inflation, role of the State - political influence on the economy, projection of development for coming decade, sources for identification of further information.

Japanese language skills for business, key expressions and phrases for business meetings, exchange of personal information, "survival" level competence in everyday situations, basic telephone language.

Business practices, protocols and customs.

Understanding the cultural norms of business in Japan, intercultural awareness as part of business success, do's and don't's of business practice, what is the basis of a successful business relationship (e.g. personal relationships, efficiency, hierarchy, politeness etc).

Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos

References

Course Material	Book
Author	Nippon Steel
Publishing Year	2002
Title	Nihon: sono sugata to kokoro
Subtitle	Nippon: The Land and its People
Edition	
Publisher	Gakuseisha
ISBN	

Course Material	Book
Author	De Monte, B L
Publishing Year	2003
Title	Kata
Subtitle	The Key to Understanding & Dealing with the Japanese
Edition	
Publisher	Tuttle Publishing
ISBN	

Course Material	Book
Author	Nisbett, R E
Publishing Year	2005
Title	The Geography of Thought
Subtitle	How Asians and Westerners Think Differently ... and Why
Edition	
Publisher	Nicholas Brealey
ISBN	

Course Material	Book
Author	Hofstede, G and Hofstede, G J
Publishing Year	2005
Title	Cultures and Organizations
Subtitle	Software of the Mind
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	March, Robert M
Publishing Year	1998
Title	The Japanese Negotiator
Subtitle	Subtlety and Strategy beyond Western Logic
Edition	
Publisher	Kodansha International
ISBN	

Course Material	Book
Author	Association for Japanese-Language Teaching
Publishing Year	2007
Title	Japanese for Busy People I
Subtitle	
Edition	
Publisher	Kodansha International
ISBN	

Notes

The module is designed to appeal to business students who wish to develop intercultural awareness and business competencies relating to Japan, and who are not already specialising in the language of the country of study. It is of great relevance to students interested in the possibility of engaging professionally with Japan.