

Osaka Gakuin University 2016-17 Fall Semester

## Japanese Technology Companies

### Instructor :

Kyoichi Okada

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Lesson: Tuesday & Thursday 12:50:14:20  
Office Hours : By appointment  
Subject code : 1032

### Course Description:

After the "Lost 20 years" following the collapse of the bubble economy of the 90's, and the Lehman shock in 2008, Japan is now getting through the long tunnel lead by ABENOMICS by the 2nd Abe Administration.

This class introduces Japanese technology companies and looks at basic principles of management that have been the immortal DNA of these enterprises. Panasonic, founded by Mr. Konosuke Matsushita, became a world famous electronics company. KYOCERA, founded by Mr. Kazuo Inamori, has become one of the top firms in the field of electrical ceramic components. Those companies have their own original management philosophy in common, and students will come to understand the key points of these philosophies.

International standardization of the products and service is vital for the High Tech company. Students will also learn the basics of International standardization and will understand the reason why standardization is essential, and the way standards are implemented in international bodies and work. This class investigates the relationship of Intellectual Property Rights with international standards, and discusses strategic ideas for technology companies.

### Resources

Some books will be suggested as reference in the class.

**Note:** Other necessary hand-outs will be provided for each class

### Evaluation

- Class Attendance/ Multiple Assignments **(35%)**
- An Individual or Group Presentation(s) **(35%)**
- Essay **(30%)**

**Note:** Evaluation method may change at the instructor's discretion, depending on class size and other factors.

### Notes:

This includes activities off-campus. (Dates to be decided)

### Course Schedule:

- Class 01: Japan and Technology (1) ~ Overview
- Class 02: Japan and Technology (2) ~ Changing direction
- Class 03: Japan and Technology (3) ~ Enterprises and small firms
- Class 04: Basic Principle of Tech companies ~ Purpose and impacts
- Class 05: Panasonic ~ Outline and History
- Class 06: Panasonic ~ Basic principle by the founder Matsushita (1)
- Class 07: Panasonic ~ Basic principle by the founder Matsushita (2)
- Class 08: Panasonic ~ Field visit to the company (TBD)
- Class 09: Panasonic ~ Field visit to the company (RSV) (TBD)
- Class 10: Panasonic ~ Problems to overcome and its future
- Class 11: Panasonic ~ Discussion and presentation
- Class 12: KYOCERA ~ Outline and History
- Class 13: KYOCERA ~ Basic principles of the founder Inamori (1)
- Class 14: KYOCERA ~ Basic principles of the founder Inamori (2)
- Class 15: KYOCERA ~ Field visit to the company (TBD)
- Class 16: KYOCERA ~ Field visit to the company (RSV)(TBD)
- Class 17: KYOCERA ~ Discussion and presentation
- Class 18: Risk Management ~ On-Going Topics in IT company
- Class 19: International Standardization in IT Industries ~ overview

Class 20: International Std. in IT industries ~ Standardization bodies

Class 21: International Std. in IT industries ~ Significance

Class 22: International Std. in IT industries ~ Strategic operations

Class 23: International Std. in IT industries ~ IPR and Standards

(IPR: Intellectual Property Rights)

Class 24: International Standardization ~ Discussion and presentation

Class 25: Future of Tech. companies in Japan ~ ABENOMICS

Class 26: Class Project ~ Technology companies in Japan

“I am interested in this technical company in Japan”

Class 27: Class Project ~ What I would do and suggest

“How should I conduct in the world competitive business?”

Class 28: Personal Essay Presentation

Class 29: Personal Essay Presentation

Class 30: (RSV)

**Note:** Course contents and schedule are subject to change depending on the class size, the discretion of the teacher, and other outside factors.