Osaka Gakuin University 2017-18 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 the basic principles of management that have been the immortal DNA of those 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 Fine 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 includes Field Trips to visit some technology companies, and students will get valuable experiences through real activities.

Resources

Some books will be suggested as reference in the class. Hand-outs will be provided as required.

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 excursions off-campus. (Dates to be decided)

Course Schedule:

Class 01: Introduction
Class 02: Overview ~ History and Economy
Class 03: Overview ~ Self introduction and Discussion
Class 04: Overview ~ Japanese Economy and Japanese Companies
Class 05: Overview ~ Technology Facing a Wall
Class 06: Overview ~ Case Study: SAMSUNG's Impact on Japan
Class 07: Class Project ~ Overview and Expectation of students
Class 08: Basic Principles ~ Definitions and major works (1)
                    (*Panasonic, KYOCERA*)
Class 09: Basic Principles ~ Definitions and major works (2)
                    (*TOYOTA, HONDA*)
Class 10: KYOCERA ~ Outlook and History
Class 11: KYOCERA ~ Basic Principles
Class 12: KYOCERA ~ Field Visit to the company (TBD)
Class 13: KYOCERA ~ Field Visit to the company (RSV) (TBD)
Class 14: KYOCERA ~ Several Philosophy Items (1)
                    (*Wonderful Life, Improvement*)
Class 15: KYOCERA ~ Several Philosophy Items (2)
                    (*Decisions, Obstacles, Reflection*)

Class 16: Class Project ~ Mid Term Briefing
Class 17: Panasonic ~ Outlook and History
Class 18: Panasonic ~ The Founder Konosuke Matsushita
Class 19: Panasonic ~ Basic Principles
Class 20: Panasonic ~ Field Visit to the company (TBD)
Class 21: Panasonic ~ Field Visit to the company (RSV) (TBD)
Class 22: Panasonic ~ Several Principle Items (1)
   (*Management, Mission, Profits, Prosperity, Public, Success*)
Class 23: Panasonic ~ Several Principle Items (2)
   (*Autonomy, DAM Management, People, Wisdom, Politics*)
Class 24: Class Project ~ Group Discussion heading the presentation
Class 25: International Standardization in IT Industries ~ Overview
Class 26: International Std. in IT Industries ~ Strategic Operation
Class 27: International Std. in IT industries
   ~ Intellectual Property Rights (IPR) and Standards
Class 28: Wrap up and Discussion ~ Japanese Technology Companies
Class 29: Class Project Presentation (1)
Class 30: Class Project Presentation (2)

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