

Osaka Gakuin University 2019-20 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 High-Tech companies. 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 ~ Course Overview  
Class 02: Overview ~ Japan, its History, Society, and Economy  
Class 03: Overview ~ Japanese Economy in the world  
Class 04: Overview ~ Japanese Companies  
Class 05: Overview ~ Japanese Technology Companies Facing a Wall  
Class 06: Overview ~ Case Study: SAMSUNG's Impact on Japan  
Class 07: Overview ~ Self introduction and Discussion  
Class 08: Class Project ~ Overview, Indication, and Grouping  
Class 09: Basic Principles ~ Definitions and major works (1)  
(*Panasonic, KYOCERA*)  
Class 10: Basic Principles ~ Definitions and major works (2)  
(*TOYOTA, HONDA*)  
Class 11: Field Visit to Company (TBD)\*  
Class 12: Panasonic ~ Outlook and History  
Class 13: Panasonic ~ The Founder, Konosuke Matsushita  
Class 14: Panasonic ~ Basic Principles of Management (1)  
(*Management Objective, Company Creed*)  
Class 15: Panasonic ~ Basic Principles of Management (2)  
(*Mission, Declaration, Long Term Plan*)

- Class 16: Panasonic ~ Practical Management Philosophy (1)  
(*Management, Mission, Profits, Prosperity, Public, Success*)
- Class 17: Panasonic ~ Practical Management Philosophy (2)  
(*Autonomy, DAM Management, People, Wisdom, Politics*)
- Class 18: Class Project ~ Mid Term Briefing
- Class 19: Field Visit to company (TBD)\*
- Class 20: KYOCERA ~ Outlook and History
- Class 21: KYOCERA ~ Basic Principles
- Class 22: KYOCERA ~ KYOCERA Philosophy (1)  
(*Wonderful Life, Improvement*)
- Class 23: KYOCERA ~ KYOCERA Philosophy (2)  
(*Decisions, Obstacles, Reflection*)
- Class 24: Field Visit to Company (TBD)\*
- Class 25: Class Project ~ Group Discussion for the presentation
- Class 26: International Standardization in IT Industries ~ Overview
- Class 27: International Std. in IT Industries ~ Strategic Operation
- Class 28: Class Project Presentation (1)
- Class 29: Class Project Presentation (2)
- Class 30: Wrap up and Discussion

\*Field Visit to Companies: Companies and the date of visits will be set according to conditions of the company. Supposed options are the following:

Panasonic: Half day, Osaka City or Kyoto City

KYOCERA: Half day, Kyoto City

TOYOTA: Full day, Toyota City (Aichi Prefecture)

Visiting might be cancelled for weather condition, or company's situation.

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