

Osaka Gakuin University 2025-2026 Fall Semester	
Contemporary Business Operations in Japan	
Instructor :	
Bình Nghiệm-Phú	
E-mail:	binhnghiem@gmail.com
Lesson:	Friday 13:30-17:15
Subject code:	1047
Course Description:	
This course provides students with fundamental knowledge of Japanese business operations from different perspectives, including customers, providers, and offerings. Students participate in projects and fieldwork to analyse current business activities in Japan using various theoretical approaches, such as marketing, logistics, and management.	
Resources	
Business news websites and platforms	
Evaluation	
This class is case-, project-, and fieldwork-based. Students' active participation is essential. Following the daily news is significant in acquiring background knowledge for lessons and activities.	
Contribution to class activities: 50%	
Presentation: 30%	
Report: 20%	

Notes:
The schedule is subject to change, considering current situations and resources.
Course Schedule:
Course starts from the week of 9/8
Week 1: Osaka Expo 2025
Week 2: Products – Private brands
Week 3: Products – Convenient goods
Week 4: Products – Customized menus
Week 5: Products – Rice riots
Week 6: Customers – Showa and Heisei retro
Week 7: Customers – Fandom activities
Week 8: Customers – Nature enthusiasts
Week 9: Customers – Spot work
Week 10: Providers – Hospitality
Week 11: Providers – Convenience stores
Week 12: Providers – Home centres
Week 13: Providers – Overtourism