

科目ナンバリング		U-LAS06 10011 LE44									
授業科目名 <英訳>		Introduction to Management-E2 Introduction to Management-E2				担当者所属 職名・氏名		経済学研究科 特定講師 CHUNG-MOYA , Emily			
群	人文・社会科学科目群			分野(分類)		法・政治・経済(基礎)			使用言語	英語	
旧群	A群	単位数	2単位		週コマ数	1コマ		授業形態	講義（対面授業科目）		
開講年度・ 開講期	2025・前期		曜時限	火1			配当学年	全回生		対象学生	全学向
[授業の概要・目的]											
This course is designed to introduce students to the fundamental principles of managing business organizations. Students will be exposed to management concepts, models, contexts, and practices. They will learn to apply management theory and conduct research to critically analyze and creatively solve real-life management problems. They will also learn to make and evaluate managerial decisions while considering cultural and ethical issues in a diverse and internationalized world.											
[到達目標]											
After the course, students should be able to: - Understand and explain the main concepts, theories and approaches of management - Evaluate and analyze concrete management phenomena, dilemmas and decisions - Reason and apply the knowledge gained to a range of examples and situations											
[授業計画と内容]											
The course is taught via a 90-minute seminar each week (involving a short lecture, discussions, and/or student presentations), over a period of 15 weeks (i.e., 14 classes, plus one feedback session). The following overview of the weekly content may be subject to adjustments. Week 1 - Introduction to the Course and Assessments Week 2 - Introduction to business management, history, and trends Week 3 - Understanding consumer behaviour Week 4 - Product and brand management Week 5 - Managing service products and customer service Week 6 - Marketing management and communication Week 7 - Managing servicescapes/retailscape Week 8 - Human resource management and leadership Week 9 - Auditing and strategic management Week 10 - Managing diversity and international business management Week 11 - Managing company/business performance Week 12 - Managing relationships and building loyalty. Customer complaints handling and recovery Week 13 - Presentations Week 14 - Revision / Exam Preparation Week T.B.A. - Feedback  Total : 14 classes, plus 1 Feedback session											
----- Introduction to Management-E2(2)へ続く -----											

## Introduction to Management-E2(2)

### 【履修要件】

Knowledge of management is not a requirement to enrol in this course. However, the classes will be delivered in English. Students should have adequate language proficiency to ACTIVELY PARTICIPATE in the class.

### 【成績評価の方法・観点】

- 30% Active Participation and Weekly Preparation/Homework Submissions

Students are expected to prepare for class by completing assigned tasks. They are also expected to actively participate in class discussions and share their thoughts and experiences in relation to topics discussed in class.

IMPORTANT NOTE: Four (4) unexcused absences or nonsubmissions would automatically result in a ZERO (0) for this assessment.

- 30% Final Presentation & Written Report

Students will conduct an ‘ audit ’ on a company in Kyoto and deliver their findings in a summary presentation and written report.

- 40% Final Exam

Students will sit an exam at the end of the semester during the official examination period where they will complete a set of essay and short answer questions on management topics covered during the semester.

### 【教科書】

授業中に指示する

( 関連URL )

<https://open.umn.edu/opentextbooks/textbooks/34>( Principles of Management)

### 【授業外学修（予習・復習）等】

Students are expected to spend at least 90 minutes outside of class each week on class preparation, readings, and review.

### 【その他（オフィスアワー等）】

By appointment via email