

科目ナンバリング		U-LAS06 10012 LE44									
授業科目名 <英訳>		Contemporary Management-E2 Contemporary 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・後期		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】											
<p>This course explores modern challenges and opportunities faced by managers in today ' s dynamic business environment. It covers the evolution of management theories, strategies for effective leadership, and decision-making processes in the context of rapidly changing technological, social, and economic landscapes. Students will engage with current trends in management practices such as innovation, sustainability, diversity and inclusion, and globalization. Through case studies, group discussions, and interactive projects, participants will develop practical skills to address real-world business problems while embracing the principles of ethical and responsible management.</p>											
【到達目標】											
<p>By the end of this course, students will be able to</p> <ul style="list-style-type: none"> - Understand different perspectives of managing organizations - Diagnose analytically and critically problems faced by managers - Provide constructive recommendations for improving organizational/company performance 											
【授業計画と内容】											
<p>The course is taught via a 90-minute seminar-style session per week, over a period of 15 weeks. The following overview is subject to adjustments.</p> <p>Week 1 - Introduction to the Course and Assessments Week 2 - Exploring management trends Week 3 - Exploring consumer trends Week 4 - New product development and management Week 5 - Price and distribution management Week 6 - Marketing management and promotion Week 7 - Exploring modern servicescapes/retailsapes Week 8 - Human resource management and leadership Week 9 - Strategic management and business expansion Week 10 - Managing diversity, and international business management Week 11 - Managing relationships and building loyalty Week 12 - Customer complaints handling and recovery Week 13 - Final presentations Week 14 - Revision / Exam Preparation Week TBA - Feedback</p> <p>Total:14 classes, 1 Feedback session</p>											
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Contemporary Management-E2(2)

【履修要件】

The seminars will be delivered in English. Students should have adequate language proficiency to actively participate in the class. Knowledge of management is not a requirement to enrol in this course.

【成績評価の方法・観点】

- 30% Active participation and weekly class preparation and 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. Four (4) unexcused absences or nonsubmissions would automatically result in a ZERO (0) for this assessment.

- 30% Presentation & Written Report

Students will develop a New Business Proposal and deliver their ideas 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 topics covered during the semester.

【教科書】

授業中に指示する

【参考書等】

(参考書)

授業中に紹介する

【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

【主要授業科目（学部・学科名）】