

科目ナンバリング		U-LAS03 10008 SB48											
授業科目名 <英訳>		外国文献研究（経・英）A-E1 Readings in Humanities and Social Sciences (Economics, English)A-E1					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)		外国文献研究			使用言語	英語			
旧群	C群	単位数	2単位		週コマ数	1コマ		授業形態	演習（対面授業科目）				
開講年度・ 開講期	2025・前期		曜時限	金3			配当学年	2回生以上		対象学生	全学向		
[授業の概要・目的]													
The objective of this course is to introduce students to English academic writings in the fields of business management and marketing. Topics can include, but not limited to: consumer loyalty, tourism, overtourism, service recovery, etc. This course aims to help students improve their English academic reading, presentation, and discussion skills. Students will read a diverse set of publications, including books, journals, and various web articles, deliver group and individual presentations, and engage in discussions. Presenters are expected to research their assigned topics and present their findings in class. Other students must prepare for the class and provide their own ideas and questions related to the topics.													
[到達目標]													
Upon completion of this course, students will be able to understand a range of academic writings, as well as improve their English academic reading, presentation, and discussion skills.													
[授業計画と内容]													
The classes will be conducted mainly through student presentations and discussions around topics in business management and marketing. Week 1 - 2: Introduction to the Course Week 3 - 13: Student (individual or team) presentations on assigned themes/topics: - Consumer Brand Relationships (CBR) (Fournier, 1998) - Whence Consumer Loyalty? (Oliver, 1999) - Brand Love (Batra et al., 2012) - Consumer Fanaticism / Fan Loyalty (Chung et al., 2008, 2018) - Food Tourism (Ellis et al. 2018) - Overtourism & Ecotourism (Dodds & Butler, 2019, Fennell, 2020) - Brand/City/Destination Coolness (and Brand Coolness) (Warren et al. 2019, Kock 2021) - Service Recovery and Consumer Forgiveness (Beverland et al. 2009, Chung et al. 2006) - Shinise / Business Longevity/Business Succession Planning (Sasaki et al. 2019) - Cultural Dimensions (Hofstede, 1984) - Spirituality & Divination: Secularization of religion and the sacralization of the secular (Belk et al. 1989) Week 14: Revision / Exam Preparation													
[履修要件]													
No prior knowledge is necessary, however, interest in business management and marketing is a must. The classes will be conducted completely in English, so students must be comfortable communicating in English.													
[成績評価の方法・観点]													
Active participation and weekly class preparation/homework submissions (20%) - IMPORTANT NOTE: Four (4) unexcused absences or nonsubmissions would automatically result in a ZERO (0) for this assessment.													
----- 外国文献研究（経・英）A-E1(2)へ続く -----													

## 外国文献研究（経・英）A-E1(2)

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Presentations (30%) - Students must conduct research and make formal presentations (about 15 minutes) on their assigned topics at least two (2) times during the semester.

Final Exam (50%)

### [教科書]

授業中に指示する

### [参考書等]

（参考書）

Relevant materials will be distributed in class and/or via Panda.

### [授業外学修（予習・復習）等]

Students will need to come prepared for class by completing the prescribed readings. They are also expected to make at least two (2) presentations (and lead the class discussions) during the semester.

### [その他（オフィスアワー等）]

By appointment via email.