

BUS310 BUSINESS PRINCIPLES AND PRACTICES (3 or 4 credit hours)

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DESCRIPTION: This course is a HANDS-ON introduction to business principles and basic macro-economic theory which affects behavior of corporations. In this class you will learn key words and concepts in global business and economics. The course is for both business and *non-business* major students. You are expected to actively participate in class.

REPRESENTATIVE STUDY MATERIALS:

Textbook:

Nickels, W., McHugh J., McHugh S. (2008), *Understanding Business, 8th Edition*, (New York: McGraw Hill)

In addition, I shall frequently use material from *Nikkei (日経新聞)*, *New York Times*, and *Wall Street Journal*, *Business Week* and *Economist* as well as downloaded TV programs from BBC, CNN, Japanese TV stations, and CCTV-9 (China).

If I find it helpful, I will organize a few field trips to local firms in manufacturing and service industries. On some occasions I set up a SKYPE based two-way video conference with accomplished business women/men around the world. We can then feel close at hand what challenges these people face in their business dealings.

COURSE OBJECTIVES:

After the course, you will realize that many disciplines are necessary to conduct business. Important to understand are history, accounting, statistics, law, psychology, computer science, communication skills, economics, and ethics, not to mention management science. By the end of this course, you should feel comfortable reading *Nikkei* or watching business news on TV. You will be trained to think systematically and strategically and look at issues with a much wider perspective than before. Lastly you will realize that doing business can be both highly creative and challenging and involves deep understanding of human nature.

Since this course is introductory, it will serve as a foundation for other business related courses such as marketing, supply chain management, , commercial law, BRICs, business in Asia, etc. Through specific examples, you will come to learn how notable Japanese, American and European multinational corporations operate in the global arena. Examples include Wal-mart in Japan and China, Suzuki in India, Google in China, Toyota in Russia.

ASSESSMENT: The grades will be determined from result of the following:

Final examination	40%
2 Midterm examinations.....	30%
Small quizzes.....	10%
Group Project presentation.....	10%
Assignments (individual & group) .	10%

ACADEMIC PREPARATIONS: Though not required, students are recommended to take one course in economics concurrently. There are no requirement courses in mathematics.

POLICIES: Attendance is not required. About 65% of the material in the exams will be based on the text book. The rest will be on additional material handed out in classes, discussions in classes, and presentations made by fellow students.

COURSE FORMAT AND ACTIVITIES: Lectures by myself or visiting guest lecturers. Depending on the background of the students, I will modify the topics and material to best suit their background.

SCHEDULE: We will more or less follow the following schedule. Depending on the makeup of the students, we will modify the schedule accordingly.

Weeks 1-3: Basic economics theory
How economics affect business trends
Globalization, technology, ethics

Weeks 4 : Business Ownership Models, Entrepreneurship – writing business plans

Weeks 5-6: Organizational Structures –history of changes in the last 100 years

Weeks 7-8: Different methods to motivate and manage employees globalized work force

Weeks 9-10: Marketing

Weeks 11-12: Technology—key innovations in the 20th century (telephony, vacuum tube, TV, air plane, fertilizer, transistors, containers, IC's, mobile phones, optical fiber, etc. and the impact on manufacturing, marketing, supply chain management, business models, intellectual property right, and organization structure

Week 13-14: Accounting & Financial Management Issues