



Year at Otago University of Commerce

YOUC PROGRAM

SYLLABUS

September 2023 - August 2024
(2024 Spring update)

YOUC Program

YOUC Program Overview

September 2023 – August 2024

The YOUC Program is designed for international students who wish to study in Japan using English. This program offers an opportunity to study economics, marketing and a range of business topics with a special emphasis on Japan and Asia-Pacific and Japanese language as well as other liberal arts subjects. Most classes in the YOUC Program are small, with no more than 30 students at most, providing opportunities for classroom interaction.

Eligibility

Students with the following qualifications are eligible to apply for the YOUC program.

- A student who is currently enrolled in a university or an equivalent educational institution
- A student who intends to return to the home country after finishing the YOUC program and complete the course at the home institution

NOTE:

An applicant loses his/her eligibility to enroll in or attend the YOUC program when he or she loses a student status at the home institution.



Academic period

In principle, the YOUC Program is a one-year program from September to August. Except for subjects held in breaks, ordinary courses are held in the Fall, Winter, Spring or Summer quarter.

Official academic semester/Quarter:

(Fall Semester)

Fall Quarter: September – November

Winter Quarter: November – February

(Spring Semester)

Spring Quarter: April-June

Summer Quarter: June - August

Fields of study

The YOUC Program is designed for economics and business students in their junior year when the program commences. The program primarily focuses on economics and business related subjects.

Registration requirements

In order to complete the YOUC program, students must register and earn 30 credits in total including 10 credits from core subjects in a year. A certificate of completion will be issued to students who fulfill the above requirement. Japanese language classes can be counted as core subjects up to four credits.

Students must register classes with at least 10 hours classroom commitment per week regarding residential status.

Prerequisites

Sufficient proficiency in English, elementary knowledge of economics, business, first year calculus, and university level writing skills are required to enroll in the YOUC Program. Some YOUC classes require the use of the internet and the World Wide Web. Students in the YOUC Program are expected to have well-developed computer skills and be able to use computers to write papers, search for research material, prepare presentations, etc.

Language Requirements

All lectures are conducted in English and require English language proficiency (TOEFL score PBT 550 or iBT 80 is recommended) and no prior knowledge of Japanese is required. Even though the YOUC Program is not a program for language training, it provides a good opportunity to acquire Japanese proficiency. The students who already have good Japanese skills can attend regular classes offered in Japanese.

Credit transfer

Credits at the YOUC Program can be transferred via the UCTS (University Credit Transfer Scheme) as agreed by UMAP (University Mobility in Asia and the Pacific). The UCTS points of credits obtained at Otaru University of Commerce are as follows:

Courses except language courses Otaru University of Commerce	UCTS	Language Courses Otaru University of Commerce	UCTS
1 credit	1 UCTS points	2 credits	4 UCTS points
2 credits	2 UCTS points	3 credits	6 UCTS points
3 credits	3 UCTS points	4 credits	8 UCTS points
4 credits	4 UCTS points		

Arrival and Mandatory Orientation

New YOUC students must arrive in Otaru no later than **September 19, 2023**. The mandatory orientation for students will be held on **September 22, 2023**. Some necessary procedures upon arrival will be conducted during the above period.



Tuition

The following table lists educational institutions that have exchange agreement with Otaru University of Commerce. Students in good academic standing nominated from these institutions can apply for the YOUC program with tuition fee waiver.

Region	Universities and Colleges
Asia	Chungnam National University (Korea)
	Dongbei University of Finance and Economics (China)
	Lanzhou University (China)
	Vietnam National University Ho Chi Minh City International University (Vietnam)
	University of Malaya (Malaysia)
	Hong Kong Baptist University (Hong Kong)
	National Taipei University of Business (Taiwan)
Europe	Far Eastern Federal University (Russia)
	Vienna University of Economics and Business (Austria)
	University of Bayreuth (Germany)
	Berlin School of Economics and Law (Germany)
	Aix-Marseille University (France)
	University of Sheffield (United Kingdom)
	University of Burgos (Spain)
	Bifröst University (Iceland)
Oulu University of Applied Science (Finland)	

	ICHEC Brussels Management School (Belgium)
North America	Oglethorpe University (United States)
	University of South Dakota (United States)
	Western Michigan University (United States)
	Lesley University (United States)
Oceania	University of Otago (New Zealand)
	University of Wollongong (Australia)

Application procedure

To apply for the YOUC Program, students must fill out the YOUC Program application form. An applicant must also send certified copies (either in English or Japanese) of the transcript issued by his/her home institution. For other materials, please refer to the check-list on the application form. All application material should be sent to the International Office of Otaru University of Commerce through the study abroad office of the applicant's home institution. All application materials have to be received by the International Office of Otaru University of Commerce no later than **April 10, 2023 for 2023 September intake / October 10, 2023 for 2024 March intake**. For further information, please contact the study abroad office at your home institution or the International Office of Otaru University of Commerce directly.

Center for Glocal Strategy, Glocal Education Division,

Otaru University of Commerce (International Office)

Address: 3-5-21, Midori, Otaru, Hokkaido 047-8501, Japan

Tel: +81-134-27-5262/5263 Fax: +81-134-27-5264

E-mail: inljimu@office.otaru-uc.ac.jp

Subject List

Offered courses are subject to change. Will update the list when applicable.

Japanese language subjects are counted as optional subject credits toward completion.

Up to four credits of Japanese language courses can be counted in as core subject credits.

A semester is 15 weeks and a quarter is of 7.5 weeks period.

Fall Semester “Fall Quarter” and “Winter Quarter”

Fall Quarter (September - November)

Core subjects	Credits	Course Code	Page
Introduction to Empirical Studies	2	4101140	9
International Development Cooperation	2	4101200	9
Marketing Strategy in Asia and Pacific	2	4101210	11
Japanese Companies in Global Business	2	4101220	12

Winter Quarter (November - February)

Core subjects	Credits	Course Code	Page
Glocal Field Work II	2	4101170	13
Glocal Internship I	1 or 2	-	6
Glocal Internship II	1 or 2	-	6

Optional subjects	Credits	Course Code	Page
Exercise and Sports IIc (Skiing: Intensive course)	1	1101060	14

Fall Semester (September - February)

Core subjects	Credits	Course Code	Page
Introduction to Glocal Management	2	4101110	15
Japanese Economy	2	4101190	16
Glocal Seminar I	2	4101280	6, 27
Glocal Seminar III	2	(See P6)	6, 29-31
Glocal Seminar IV (Only for the students who have completed “Glocal Seminar III”)	2	(See P6)	6, 29-31
Research Paper I (Co-registered with Glocal Seminar III)	2	(See P6)	6
Research Paper II (Co-registered with Glocal Seminar IV)	2	(See P6)	6

Optional subjects	Credits	Course Code	Page
International Marketing	4	1300130	17

Japanese language subjects	Credits	Course Code	Page
Japanese I	3	4300120	33
Japanese II (Fall Semester)	3	4300130	34

Spring Semester “Spring Quarter” and “Summer Quarter”

Spring Quarter (April - June)

Core subjects	Credits	Course Code	Page
Tourism Marketing	2	4101240	20
Japanese Economy	2	4101190	21

Summer Quarter (June - August)

Core subjects	Credits	Course Code	Page
Introduction to Japanese Management	2	4101230	22
Marketing Strategy in Asia and Pacific	2	4101210	23
Glocal Field Work I	2	4101150	24
Glocal Internship I	1 or 2	-	6
Glocal Internship II	1 or 2	-	6

Spring Semester (April - August)

Core subjects	Credits	Course Code	Page
Glocal Seminar II	2	4101260	6, 28
Glocal Seminar III	2	(See P6)	6, 29-31
Glocal Seminar IV (Only for the students who have completed “Glocal Seminar III”)	2	(See P6)	6, 29-31
Research Paper I (Co-registered with Glocal Seminar III)	2	(See P6)	6
Research Paper II (Co-registered with Glocal Seminar IV)	2	(See P6)	6

Optional subjects	Credits	Course Code	Page
N/A	-	-	-

Japanese language subjects	Credits	Course Code	Page
Japanese II (Spring Semester)	3	4300110	35
Japanese III	3	4300135	36

Glocal Seminar I / II/ III / IV / Research Paper

Course	Description
Glocal Seminar I	The course is designed to provide students with intensive instruction on learning styles and strategies that result in academic success in English. This course is offered to YOUC Students and Japanese freshmen who would like to study abroad in the future and develop their English Language skills through the course. YOUC Students or Japanese students at the sophomore level or above are expected to facilitate the class activities such as discussions.
Glocal Seminar II	
Glocal Seminar III	Glocal Seminar III/IV is a seminar style course for YOUC students. You can choose one seminar for one semester from the below list and learn a specific field. Students are expected to register for “Glocal Seminar III” in their first semester and “Glocal Seminar IV” in their second semester. Research Paper I/II is an optional course for students who would like to learn basic knowledge for writing an effective research paper on the topic covered in the Glocal Seminar III/IV each. Thus, Research Paper I/II students must be registered with Glocal Seminar III/IV each.
Glocal Seminar IV	
Research Paper I/II	

Glocal Seminar III & IV

Core subjects	Credits	Course Code (Spring)	Page
The economics-oriented series (GSEcon)	2	(as GSIII) 4101270	29
		(as GSIV) 4101310	
The commerce-oriented series (GSComm)	2	(as GSIII) 4101290	
		(as GSIV) 4101330	
Seminar in Linguistics	2	(as GSIII) 4101350	31
		(as GSIV) 4101370	

For more information, please refer to each syllabus.

Research Paper I & II

Core subjects	Credits	Course Code (Spring)
The economics-oriented series supervised by <u>Prof. Matsumoto</u>	2	(as RPI) 4200100
		(as RPII) 4200160
The commerce-oriented series supervised by <u>Assoc. Prof. Wang</u>	2	(as RPI) 4200130
		(as RPII) 4200190
The commerce-oriented series supervised by <u>Assoc. Prof. Kobayashi</u>	2	(as RPI) 4200140
		(as RPII) 4200200

Glocal Internship I / II

To deepen student understanding of the working condition in local areas (Otaru, Shiribeshi, Hokkaido) and various problems of regional society in Japan, we offer some internship opportunities for exchange students. The choices of internship vary each year. Please refer to the below list of past internships.

If you are interested in the Glocal Internship, please attend the orientation session. The date will be announced to you later. (Registration is not required for this course.)

- English Camp at Yubari
- Assistance Teaching English to Children at an After School Day Care Center in Otaru
- Metalworking company

Syllabus

Fall Semester Subjects

Introduction to Empirical Studies

Instructor: Onozuka Yuki

Credits: 2 (Fall Quarter)

Core Subject

Course Code: 4101140

1. Course objective and method

This course is intended to learn basic knowledge on causal inference. We will cover major methods for causal inference: IV, RCT, RDD, DID. Lectures will mostly follow Angrist & Pischke (2015).

2. Course Goals

Students will

- 1) understand differences between spurious correlation and causal relationship
- 2) acquire basic knowledge on major methods for causal inference

3. Course Contents

Week 1 (1, 2): Introduction, Causal effect (first half of Ch.1 of Angrist & Pischke, 2015)

Week 2 (3, 4): Inference (Ch.1 Appendix)

Week 3 (5, 6): Linear regression

Week 4 (7,8): Randomized Control Trial (second half of Ch.1)

Week 5 (9, 10): Instrumental Variable method (Ch.3)

Week 6 (11, 12): Regression Discontinuity Design (Ch.4)

Week 7 (13, 14): Difference-in-Differences (Ch.5)

Week 8 (15): Review

4. Preparation and review class

Quizzes.

Students will need to review class materials.

5. Teaching materials

Joshua Angrist & Jorn-Steffen Pischke. (2015). "Mastering Metrics: The Path from Cause to Effect". Princeton University Press.

6. Grading

35%: 7 Quizzes (5% each)

15%: Contribution in class

50%: Final exam

7. Grading Criteria

100-90 A

89-80 B

79-70 C

69-60 D

0-59 F

7. Remarks

Having basic knowledge of statistics and econometrics is strongly recommended for your better understanding of this course.

This course will be provided in English, but Japanese may be supplementary used depending on the situation.

The schedule is subject to change.

8. Method of class

Face-To-Face class

International Development Cooperation

Instructor: Matsumoto Tomoya

Credits: 2 (Fall Quarter)

Core Subject

Course Code: 4101200

1. Course objective and method

In this lecture, we will learn the economies of less-developed countries and their recent development in relation to

international development assistance. The lecture covers poverty, education, public health, agriculture, and infrastructure in less developed countries, Sustainable Development Goals (SDGs), Japan International Cooperation Agency (JICA), impact evaluation of aid programs, and the effectiveness of development aids. We will discuss related topics based on actual data. To do so, we often use methods of statistics to analyze socio-economic data in the course.

2. Course Goals

The students are expected to learn the current situation of less-developed countries, activities of aid agencies, their objectives, and consequences through the course. In particular, this lecture aims to enhance students' knowledge on the following topics:

How do people live in less developed countries?

What are the challenges in their lives?

Who are the major players in development assistance?

What issues do they try to address?

What are their goals?

Do they succeed or fail?

What can we do for people in less-developed countries?

3. Course Contents

Every week (two sessions), we will study a single topic. In the first session, the instructor will lecture on the topic and discuss it in the second session. Topics covered in the course are given as follows:

Week 0: Introduction (no discussion session)

Week 1: Lives in less-developed countries

Week 2: Aid agencies and their activities (including SDGs)

Week 3: Universal Primary Education

Week 4: Public health programs

Week 5: Improvement of infrastructure and its impact on poverty

Week 6: Agricultural development

Week 7: Merits and demerits of aid

4. Preparation and review class

Reading assignments are given every week to prepare for the discussion session

5. Teaching materials

Materials are given by the instructor.

6. Grading

Class participation (30%)

Presentation (30%)

Final report (40%)

7. Grading Criteria

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

7. Courses conducted by the ones with practical experiences

Yes

8. Outline of their practical experiences

I was a visiting scientist at International Livestock Research Institute, Nairobi, for three years.

9. Method of class

Face-To-Face class

Marketing Strategy in Asia and Pacific

Instructor: Wang Liyong

Credits: 2 (Fall Quarter)

Core Subject

Course Code: 4101210

1. Course objective and method

Classes are conducted with lectures followed by case studies that serve to reinforce the lecture material. One entire class could be devoted to either a lecture or a case study. Students are challenged to understand the theoretical frameworks and processes that business people use to develop marketing strategies or to deal with various market phenomena, especially in the Asian and Pacific region.

2. Course Goals

The primary goal of this course is to introduce students to global marketing issues that face Asian and Pacific companies. Students are expected to apply their knowledge and critical thinking skills in the context of real-life business dilemmas.

3. Course Contents

Course plan – Each class is 90 minutes in length

Class 1 Course introduction

Including an overview of the course. I will discuss the schedule, materials, expectations for student participation and performance, and open the floor to students for questions about the course.

Class 2 Introduction to global marketing

Class 3 Case study

Class 4-5 The global marketing environment

Class 6 Global market entry strategy

Class 7 Case study

Class 8-9 Product decisions in global marketing

Class 10-11 Case study

Class 12-13 Global marketing communications decisions

Class 14-15 Case study

Course plan and schedules are apt to change according to study progress.

4. Preparation and review class

All students must participate in class with questions and opinions. Since this course will proceed with a case study format, it is absolutely essential that students actively participate in class discussions.

Students are required to read the lecture material and case study prior to class.

Based on the discussion of the case study, group members are required to prepare PPT slides and to do presentations. Each member of the group is encouraged to present a part of the case.

5. Teaching materials

We will use the below textbook in this course. Due to the difficulty of purchasing the textbook within limited time, copies of the chapters we are going to cover have been uploaded to manaba.

ATTENTION: those materials are only limited to your personal study purpose and should not be spread around.

Global Marketing by Warren J. Keegan and Mark C. Green. Global edition (9th ed.) 2017.

6. Grading

Grading will be based on class participation, performance in the presentation, and a final report.

Quality of class participation: 30%

Group presentation: 40%

Final report: 40%

7. Grading Criteria

This class follows the OUC guideline for grading, which is given by

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60
F(不可): 59-1
F(不可): 0

8. Remarks

This subject is conducted in English.

9. Courses conducted by the ones with practical experiences

Yes

10. Outline of their practical experiences

Marketing and sales promotion in Nigeria

Marketing and reservation handling at the DMC in Sapporo

11. Method of class

Face-To-Face class

Japanese Companies in Global Business

Instructor: Kobayashi Koji

Credits: 2 (Fall Quarter)

Core Subject

Course Code: 4101220

1. Course objective and method

The aim of this course is to explore and analyze various aspects of international business and management of Japanese multinational companies. Students are expected to have learned the basics of business organization and Japanese management prior to enrolling in this course.

To improve and maintain the level of their participation in class, this course requires students to engage in case studies and make a group presentation on a selected case in class within the second half of the course. Preparatory materials will be uploaded to the Manaba system or other online platforms where appropriate.

A field trip may be included depending on the availability and circumstances, and accordingly the course schedule may have to be rearranged to accommodate the field trip.

2. Course Goals

By completing this course, students will be able to:

- Explain the basic concepts of global and international strategies and how they apply to Japanese multinational companies
- Assess and discuss pros and cons of various theoretical approaches to analyze international business and management of Japanese multinational companies
- Discuss and cooperate with other classmates to conduct a groupwork and present their findings in class in an informed and effective manner
- Conduct a case study on a Japanese multinational company, apply an analytical framework and offer insight into how the current strategies or practices may be improved for better performances

3. Course contents

Class 1: Course introduction

Class 2-7: International business environment, strategic management, strategic alliance, modes of market entry and analysis of competitive environment, advantage and potential

Class 8: Case studies and report instruction

Class 9-14: Cases of Japanese multinational companies (with student group presentations)

Class 15: Course summary

Course plan and schedule are subject to change depending on study progress and/or availability of field trip and guest speakers.

4. Preparation and review class

Preparation: Students are required to prepare and read assigned materials prior to each class. Students are also expected to have checked Manaba frequently and kept themselves updated on any news, messages and changes.

Review: Students are expected to review the materials covered in class and make the most out of them when participating in class and completing course tasks including the report.

5. Teaching materials

Teaching materials will be uploaded to the Manaba system or other online platforms where appropriate.

Recommended readings include the following:

Motohashi, K. (2015). *Global Business Strategy: Multinational Corporations Venturing into Emerging Markets*. Tokyo: Springer. Available at: <https://link.springer.com/book/10.1007%2F978-4-431-55468-4#about>

6. Grading

Grading is based on outcomes of the following course tasks:

- Individual class participation (including attendance) - 25%
- Quiz on academic writing - 5%
- Group presentation - 15%
- Individual questions to the presenters – 5%
- Report plan - 10%
- Report - 40%

7. Grading Criteria

A (Excellent): 100 - 90

B (Very good): 89 - 80

C (Good): 79 - 70

D (Satisfactory): 69 - 60

F (Unsatisfactory): 59 – 0

8. Remarks

In 2023, the course will be mainly organized and delivered by Dr. Koji Kobayashi (Glocal Education Unit, Centre for Glocal Strategy). Please contact him directly if you have any questions about the course.

As this is a course available to our international exchange students, class communication and discussion will be conducted mainly in English but may be supplemented in Japanese when it is deemed necessary and appropriate. However, please note that the class readings, instructions and materials will be provided mainly in English and that the course tasks will need to be completed in English unless there is any agreement made to allow for exceptions.

本科目は海外からの短期留学生にも開かれた科目であるため、授業での会話および議論は主に英語で行いますが、必要かつ適切と判断される場合には日本語で補足することがあります。ただし、リーディング、インストラクションや資料は主に英語で提供され、例外を認める合意がない限り、科目の課題は英語で提出する必要がありますのでご注意ください。

9. Method of class

Face-To-Face class (including online classes less than 7 weeks)

Glocal Field Work II

Instructor: Matsumoto Tomoya

Wang Liyong

Core Subject

Course Code: 4101170

Credits: 2 (Winter Quarter)

1. Course objective and method

Fieldwork is the process of observing research objects (more specifically, people in social science) and collecting observational data in the actual field.

The objective of this course is to learn how to plan and implement fieldwork. In this course we visit some sites in Hokkaido for fieldwork, including ski areas, local factories, workshops, companies, tourism facilities, and markets.

2. Course Goals

This course aims to understand how to implement fieldwork, collect helpful information from research targets, summarize the collected information, and present the research outcomes.

3. Course Contents

This course covers the following contents:

1. Introduction

2. Finding research questions
3. Designing a research plan
4. Implementing fieldwork in Hokkaido
5. Reporting fieldwork outcomes
6. Presenting findings

4. Preparation and review class

Prior to each visit of the fieldwork site, students must collect as much information as possible and prepare research questions in advance.

5. Teaching materials

The material will be given by the instructor.

6. Grading

Class preparation and participation (20%)

Fieldwork (50%)

Presentation (30%)

7. Grading Criteria

This class follows the OUC guideline for grading, which is given by

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

8. Remarks

The Glocal Fieldwork II will be given in the winter quarter (December and January). Besides Monday afternoon, we may also adjust fieldwork schedule to other weekdays or even weekends.

9. Method of class

Face-To-Face class

Exercise and Sports IIc

Instructor: Nakagawa Yoshinao, et al

(Skiing: Intensive course)

Credits: 1 (3 days)

Optional Subject Course Code:1101060

Ski Area: Asari-gawa onsen. Meet in front of Center House

Date: December 26 (Tue), 27 (Wed) AND 28 (Thu), 2023

Hours: 8:50-16:00 hrs

Lift Ticket: 4,620 yen (1,540 yen per day), Beginner (first time skiing): 3,080 yen

Application: Applications will be accepted at the gymnastic office located in OUC.

1. Course objective and Method

Providing information related to the basics of Alpine skiing such as balance, basic position, gliding wedge, wedge turns, and safe controlling of the skis. Providing opportunities to ski on the various different types of slopes and snow such as powder snow, slushy snow, bumpy slopes, moguls but also steep slopes as well as terrain.

2. Course contents

Levels of skiing class (beginner/intermediate/advanced)

1. Advanced class (able to make short parallel turns and execute tight turns)
2. Intermediate (able to make long parallel turns)
3. Intermediate (able to negotiate narrower trails)
4. Intermediate (able to maintain both skis in same direction)
5. Intermediate (able to control your speed)
6. Beginner class (able to slow down and stop in a wedge or have skied 2 or 3 times)

7. Beginner class (first time skiing)

3. Course goals

- **Beginner** class: getting used - sliding – gliding wedge
- **Intermediate** class: parallel skiing (longer radii) – basic elements of modern carving-techniques - carving in long radii with speed control
- **Advanced class**: top carving (longer & shorter radii) – dynamic change of direction - precise carving in short radii- skiing on steep slopes

4. Grading

This course will be graded on a pass/fail basis. A maximum of one-day absences will be allowed. Non-participation will count as an absence. The grade will be based on attendance, participation, and attitude.

5. Remarks

Students will be required to wear proper ski clothing with skis, boots, gloves and cap.

Introduction to Glocal Management

Instructor: Inoguchi Junji et al

Credits: 2 (Fall Semester)

Core Subject

Course Code: 4101110

(*This is the Fall 2022 syllabus for reference)

1. Course objective and method

The objective of this course is to assist students in developing abilities they will need to analyze business case studies that concern management and marketing strategy issues from a glocal point of view.

The course uses interactive and practical case methods in order to teach students to think analytically, creatively, and cooperatively.

Class members are divided up into small groups who discuss issues that pertain to each case. Each group frames its analysis and strategy and makes a presentation to the group at large.

2. Course Goals

The main objectives of this course are to improve the student's ability in the following ways:

- Analyze a variety of business problems logically.
- Communicate cooperatively with other group members.
- Develop appropriate solutions (strategies) to solve the problems.
- Organize and present ideas effectively.

3. Course contents

Different instructors will focus on different types of business disciplines and perspectives such as marketing, strategy, organizational issues, and other topics.

Instructors guide students through these case analyses, ask questions, and present issues relevant to the case.

Different instructors may approach cases differently.

A tentative schedule of the course is as follows.

1. Introduction
2. Glocal Management: Marketing
3. Glocal Management: Marketing
4. Glocal Management: Marketing
5. Glocal Management: Strategy
6. Glocal Management: Strategy
7. Glocal Management: Strategy
8. Glocal Management: Management
9. Glocal Management: Management
10. Glocal Management: Management
11. Glocal Management: Marketing
12. Glocal Management: Marketing
13. Glocal Management: Marketing
14. Glocal Management: Strategy
15. Glocal Management: Strategy

4. Preparation and review lesson

In weeks that follow instructors will provide students with case materials in advance of group discussions.

It is absolutely necessary that students carefully read materials prior to performing group work. Any student who registers for this class agrees to have the discipline to read the material in advance – This is an absolute requirement.

5. Teaching materials

Printed materials for each case will be provided at least one week in advance of group discussions. Students may also be asked to perform supplemental research on the Internet. Instructors will provide guidance.

6. Grading

Class participation : 30%
Case presentation : 30%
Case study report : 40%

7. Grading Criteria

100–90 Outstanding
89–80 Very good
79–70 Good
69–60 Satisfactory
59–0 Fail

Japanese Economy

Instructor: Matsumoto Tomoya

Credits: 2 (Fall Semester)

Core Subject

Course Code: 4101190

1. Course objective and method

This course aims to understand the causes of successes and failures of the Japanese economy and learn public policies for creating a better and more prosperous society. To achieve this objective, we examine Japan's historical and contemporary economic issues by analyzing data on the Japanese and world economy and reviewing articles in newspapers and academic journals.

2. Course Goals

To learn the history of the Japanese economy.

To learn the problems Japan faces today.

To learn innovative policies for creating a better and prosperous society from the Japanese experience of successes and failures.

To learn valuable lessons from Japanese experiences for developing countries.

To learn how to read journal articles.

3. Course Contents

The course covers the following contents:

1. The economic development of Japan
2. Aging in Japan
3. Energy crisis in Japan
4. Trade policies in Japan
5. NEET and Hikikomori in Japan
6. Poverty in Japan
7. Tourism in Japan

4. Preparation and review class

Assignments for each topic will be given through Manaba.

5. Teaching materials

The instructor gives materials.

6. Grading

Grades will be determined based on assignments (reports) and contributions to the class through discussion.

7. Grading Criteria

A(秀): 100-90
B(優): 89-80
C(良): 79-70
D(可): 69-60
F(不可): 59-1

F(不可): 0

8. Remarks

No advanced knowledge of economic theory is required beyond the basic knowledge of introductory economics.

9. Method of class

Face-To-Face class

International Marketing

Instructor: Praet Carolus

Credits: 4 (Fall Semester)

Optional Subject

Course Code: 1300130

1. Course objective and method

The aim of this course is to provide a general understanding of the range of topics which face international/global marketers. Students will learn analytical and solution skills necessary to successfully market products and services around the world. Each week students will first learn theoretical concepts related to international/global marketing via lectures in addition to self-study of textbook materials before each class. In the second part of each class students will work in teams to search for information and examples related to the week's topic, by using online resources. Students will discuss the gathered information with their team members and will give brief presentations in English to the rest of the class.

2. Course Goals

Upon successfully finishing this course, students should be able to:

- critically and creatively analyze the multiple aspects of marketing in the complex global market environment
- understand the influence of national culture on all aspects of marketing and on consumer behavior.
- formulate strategies related to the standardization and adaptation of the global marketing mix
- discuss international marketing-related issues in English

3. Course Contents

- Ch. 1: Globalization
- Ch. 2: Global Economic Environment
- Ch. 4: Cultural Issues and Buying Behavior
- Ch. 5: Political and Legal Environment
- Ch. 6: Global Marketing Research
- Ch. 7: Global Segmentation and Positioning
- Ch. 9: Global Market Entry Modes
- Ch. 10: Global Product Development
- Ch. 11: Marketing Products and Services
- Ch. 12: Global Pricing
- Ch. 13: Communicating with the World Customer
- Ch. 15: International Distribution and Retailing

4. Preparation and review class

Students will need to prepare for each class by reading the chapter in the textbook related to the topic for that week prior to the class. Selected chapters of the textbook and lecture notes will be made available via the 'manaba' system. Students will need to review the information they collect via team work after each lecture to update the information from the textbook.

5. Teaching materials

Textbook: M. Kotabe and K. Helsen, Global Marketing Management, 5th ed., Wiley. Selected chapters and lecture notes will be made available via the 'manaba' system.

6. Grading

Grading will be based on class attendance, team presentations, a mid-term exam, and a final exam, as follows:

- Class attendance 10%
- Team presentations 25%
- Midterm exam 30%
- Final exam 35%

Midterm and final exams for this class are given during exam week. Students will be given the choice between answering multiple-choice questions in English or essay-style questions in English.

7. Grading Criteria

90-100: Has excellent knowledge of the course topics and superior ability to discuss, write and present

80-89: Has good knowledge of the course topics and good ability to discuss, write and present

70-79: Has fair knowledge of the course topics and a reasonable ability to discuss, write and present

60-69: Has some knowledge of the course topics but lacks the ability to discuss, write and present

0-59: Has poor knowledge of the course topics and lacks the ability to discuss, write and present

8. Remarks

Classes (lectures, discussions, and presentations) are in English. Students will need to have previously taken an introductory class in marketing.

9. Method of class

Face-To-Face class

Spring Semester Subjects

Tourism Marketing

Instructor: Wang Liyong
Credits: 2 (Spring Quarter)

Core Subject

Course Code: 4101240

1. Course objective and method

This course aims to outline the main characteristics of tourism marketing both on a business level and a destination level. It provides a comprehensive introduction to various aspects of tourism marketing helping students to understand the importance of marketing and the functions of marketing in the tourism industry. Building upon theories and models to experiential tourism marketing, this course investigates a range of approaches and challenges associated with destination marketing.

Classes are conducted with lectures by the instructor and student-initiated case studies. Active learning is highly evaluated and implemented.

2. Course Goals

On successful completion of the course, students will be able to:

1. Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
2. Demonstrate an evaluative understanding of current issues associated with destination marketing
3. Demonstrate a critical understanding of the principles of sustainable tourism.

3. Course contents

Week 1. Introduction of marketing for tourism and hospitality

Week 2. Service characteristics of hospitality and tourism marketing

Week 3. Experiential marketing

Week 4-5. Marketing strategy and management

Week 6-7. Destination marketing

Course plan and schedules are apt to change according to study progress.

4. Preparation and review lesson

Students need to read materials for preparation prior to attending class.

5. Teaching materials

Materials will either be provided by the instructor or will be available from the internet/manaba system.

Readings:

1. Marketing for Hospitality and Tourism, 7th ed. by Philip Kotler, John Bowen, James Makens, Seyhmus Baloglu.
2. Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences, by Alan Fyall, Patrick Legohérel, Isabelle Frochot, Youcheng Wang.

6. Grading

Grading will be based on the level of preparation, class participation, performance in the presentation, essays, and a final report.

7. Grading Criteria

Quality of prior learning and class participation: 30%

All students should participate in class by actively asking questions and presenting opinions. It is absolutely essential that students actively participate in group discussions.

Group presentation: 30%

Each group member is required to be in charge of a part of the presentation.

Final report: 40%

8. Remarks

This subject is conducted only in English.

9. Courses conducted by the ones with practical experiences

Yes

10. Outline of their practical experiences

Working experience in the tourism industry, focused on the inbound tourists to Hokkaido.

11. Method of class

Face-To-Face class

12. Additional information

Includes learning content on region (Hokkaido)

13. Detailed information on additional information

Course content includes the knowledge on tourism industry in Hokkaido.

Japanese Economy

Instructor: Matsumoto Tomoya

Credits: 2 (Spring Quarter)

Core Subject

Course Code: 4101190

NOTE: This is the same subject as the Fall Semester.

1. Course objective and method

This course aims to understand the causes of successes and failures of the Japanese economy and learn public policies for creating a better and more prosperous society. To achieve this objective, we examine Japan's historical and contemporary economic issues by analyzing data on the Japanese and world economy and reviewing articles in newspapers and academic journals.

2. Course Goals

To learn the history of the Japanese economy.

To learn the problems Japan faces today.

To learn innovative policies for creating a better and prosperous society from the Japanese experience of successes and failures.

To learn valuable lessons from Japanese experiences for developing countries.

To learn how to read journal articles.

3. Course Contents

The course covers the following contents:

1. The economic development of Japan
2. Aging in Japan
3. Energy crisis in Japan
4. Trade policies in Japan
5. NEET and Hikikomori in Japan
6. Poverty in Japan
7. Tourism in Japan

4. Preparation and review class

Assignments for each topic will be given through Manaba.

5. Teaching materials

The instructor gives materials.

6. Grading

Grades will be determined based on assignments (reports) and contributions to the class through discussion.

7. Grading Criteria

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

8. Remarks

No advanced knowledge of economic theory is required beyond the basic knowledge of introductory economics.

9. Method of class

10. Additional information

Includes learning content on region (Hokkaido)

Introduction to Japanese Management

Instructor: Kobayashi Koji

Credits: 2 (Summer Quarter)

Core Subject

Course Code: 4101230

1. Course objective and method

The aim of this course is to introduce concepts and cases of Japanese management to students. The course is designed to explore strengths and weaknesses of Japanese businesses and management in contrast to non-Japanese, mostly Western, counterparts. While the content is about management, strategies and business organizations, most of the discussions that take place during the course relate to values, cultures and practices that are unique to the context of Japanese business.

To improve and maintain the level of student participation in class, this course employs teaching styles and methods for active learning. Preparatory materials will be uploaded to the Manaba system or other online platforms where appropriate. The classes will be mainly run in a style of group and individual discussions by students.

A field trip may be arranged depending on the availability and circumstances, and accordingly the course schedule may have to be changed to accommodate the field trip.

2. Course Goals

By completing this course, students will be able to:

- Explain the basic concepts of Japanese management and their differences from Western counterparts
- Discuss their own perspectives on pros and cons of Japanese management and appreciate diverse opinions of other classmates
- Assess the uniqueness and location of Japanese management within a wider discussion of the best managerial strategies and practices worldwide
- Identify and analyze the characteristics of Japanese management academically in a written form

3. Course contents

Class 1:	Course outline
Class 2:	Debate basics and practice run
Class 3 & 4:	Japanese human resource management
Class 5 & 6:	Japanese cultural orientations
Class 7 & 8:	Japanese production system and quality management
Class 9 & 10:	Japanese industrial structure and arrangements
Class 11 & 12:	Academic writing exercise
Class 13 & 14:	Report planning
Class 15:	Course summary

Course plan and schedule are subject to change depending on study progress and/or availability of field trip and guest speakers.

4. Preparation and review class

Preparation: Students are required to prepare and read assigned materials prior to each class. Students are also expected to have checked Manaba frequently and kept themselves updated on any news, messages and changes.

Review: Students are expected to review the materials covered in class and make the most out of them when participating in class and completing course tasks including the report.

5. Teaching materials

The textbook for the course is as follows:

Haghirian, P. (2010). *Understanding Japanese Management Practices*. Business Expert Press.

The textbook is available for purchase at the bookshop on campus or digitally through commercial services. A hardcopy of the book is also available at the library on campus for borrowing.

Other teaching materials will be uploaded to the Manaba system or other online platforms where appropriate.

6. Grading

Grading is based on outcomes of the following course tasks:

- Individual class participation (including attendance) - 20%
- Group discussion and debate - 20%
- Academic writing exercise - 10%
- Report plan - 10%
- Report - 40%

7. Grading Criteria

A (Excellent): 100 - 90

B (Very good): 89 - 80

C (Good): 79 - 70

D (Satisfactory): 69 - 60

F (Unsatisfactory): 59 - 0

8. Remarks

In 2024, the course will be mainly organized and delivered by Dr. Koji Kobayashi (Glocal Education Unit, Centre for Glocal Strategy). Please contact him directly if you have any questions about the course.

As this is a course available to our international exchange students, class communication and discussion will be conducted mainly in English but may be supplemented in Japanese when it is deemed necessary and appropriate. However, please note that the class readings, instructions and materials will be provided mainly in English and that the course tasks will need to be completed in English unless there is any agreement made to allow for exceptions.

本科目は海外からの短期交換留学生にも開かれた科目であるため、授業での会話および議論は主に英語で行いますが、必要かつ適切と判断される場合には日本語で補足することがあります。ただし、リーディング、インストラクションや資料は主に英語で提供され、例外を認める合意がない限り、科目の課題は英語で提出する必要がありますのでご注意ください。

9. Method of class

Face-To-Face class (including online classes less than 7 weeks)

Marketing Strategy in Asia and Pacific

Instructor: Wang Liyong

Credits: 2 (Summer Quarter)

Core Subject

Course Code: 4101210

NOTE: This is the same subject as the Fall Quarter.

1. Course objective and method

Classes are conducted with lectures followed by case studies that serve to reinforce the lecture material. One entire class could be devoted to either a lecture or a case study. Students are challenged to understand the theoretical frameworks and processes that business people use to develop marketing strategies or to deal with various market phenomena, especially in the Asian and Pacific region.

2. Course Goals

The primary goal of this course is to introduce students to global marketing issues that face Asian and Pacific companies. Students are expected to apply their knowledge and critical thinking skills in the context of real-life business dilemmas.

3. Course Contents

Course plan – Each class is 90 minutes in length

Class 1 Course introduction

Including an overview of the course. I will discuss the schedule, materials, expectations for student participation and performance, and open the floor to students for questions about the course.

Class 2 Introduction to global marketing

Class 3 Case study

Class 4-5 The global marketing environment

Class 6 Global market entry strategy

Class 7 Case study
Class 8-9 Product decisions in global marketing
Class 10-11 Case study
Class 12-13 Global marketing communications decisions
Class 14-15 Case study
Course plan and schedules are apt to change according to study progress.

4. Preparation and review class

All students must participate in class with questions and opinions. Since this course will proceed with a case study format, it is absolutely essential that students actively participate in class discussions.

Students are required to read the lecture material and case study prior to class.

Based on the discussion of the case study, group members are required to prepare PPT slides and to do presentations. Each member of the group is encouraged to present a part of the case.

5. Teaching materials

We will use the below textbook in this course. Due to the difficulty of purchasing the textbook within limited time, copies of the chapters we are going to cover have been uploaded to manaba.

ATTENTION: those materials are only limited to your personal study purpose and should not be spread around. Global Marketing by Warren J. Keegan and Mark C. Green. Global edition (9th ed.) 2017.

6. Grading

Grading will be based on class participation, performance in the presentation, and a final report.

Quality of class participation: 30%

Group presentation: 40%

Final report: 40%

7. Grading Criteria

This class follows the OUC guideline for grading, which is given by

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

8. Remarks

This subject is conducted in English.

9. Courses conducted by the ones with practical experiences

Yes

10. Outline of their practical experiences

Marketing and sales promotion in Nigeria

Marketing and reservation handling at the DMC in Sapporo

11. Method of class

Face-To-Face class

Glocal Field Work I

Core Subject

Course Code: 4101150

Instructor: Matsumoto Tomoya

Wang Liyong

Credits: 2 (Summer Quarter)

1. Course objective and method

Fieldwork is the process of observing research objects (more specifically, people in social science) and collecting observational data in the actual field.

The objective of this course is to learn how to plan and implement fieldwork. In this course we visit some sites in Hokkaido for fieldwork, including ski areas, local factories, workshops, companies, tourism facilities, and markets.

2. Course Goals

This course aims to understand how to implement fieldwork, collect helpful information from research targets, summarize the collected information, and present the research outcomes.

3. Course Contents

This course covers the following contents:

1. Introduction
2. Finding research questions
3. Designing a research plan
4. Implementing fieldwork in Hokkaido
5. Reporting fieldwork outcomes
6. Presenting findings

4. Preparation and review class

Prior to each visit of the fieldwork site, students must collect as much information as possible and prepare research questions in advance.

5. Teaching materials

The material will be given by the instructor.

6. Grading

Class preparation and participation (20%)

Fieldwork (50%)

Presentation (30%)

7. Grading Criteria

This class follows the OUC guideline for grading, which is given by

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

8. Remarks

The Glocal Fieldwork I will be given in the summer quarter (June and July). Besides Monday afternoon, we may also adjust fieldwork schedule to other weekdays or even weekends.

9. Method of class

Face-To-Face class

Glocal Seminars

Glocal Seminar I

Instructor: de Burgh-Hirabe Yoko

Credits: 2 (Fall Semester)

Core Subject

Course Code: 4101280

1. Course objective and method

This course aims to improve students' skills in academic English: essay writing and presentation skills in particular. To achieve this aim, students will learn how to structure a paragraph and an essay, how to choose appropriate sources, how to cite them correctly using APA style, how to give an effective presentation in an academic setting.

Students will practice paragraph writing, read and analyze academic texts, and discuss contemporary issues facing Japanese society and cultural concepts of Japan. They will engage in learning activities individually and in pairs/groups.

2. Course Goals

Upon completing this course, the students will be able to:

1. Develop an outline and plan to write a basic academic essay
2. Communicate their discoveries to an audience in English verbally and through a PowerPoint presentation
3. Write an academic essay in English using APA style appropriately.

3. Course Contents

Week 1: Course information

Week 2: Introduction to academic writing

Week 3: Writing a paragraph

Week 4: Evaluating sources

Week 5: In-text citation

Weeks 6-8: Writing an essay

Weeks 9-10: References - APA style

Weeks 11-12: Giving an effective presentation

Weeks 13-15: Presentations

Note: subject to revision throughout the semester

4. Preparation and review class

Preparation: There will be assigned readings and/or tasks prior to each class. It is important to come to class prepared so that learning is effective. Students are also expected to check manaba frequently and keep themselves up to date with any news, messages and changes.

Review: Students are expected to review the materials covered in class and complete unfinished tasks before the next class.

5. Teaching Materials

Materials will be supplied by the teacher.

Recommended text:

Oshima, A., & Hogue, A. (2006). Writing academic English (4th ed.). Pearson Longman.

PDF of this book is readily available online.

6. Grading

Grading is based on outcomes of the following course tasks:

- Participation: 20%
- Formative assessment (e.g., writing tasks and quizzes) : 20%
- Essay outline and plan: 10%
- Written essay: 30%
- Presentation of essay: 20%

7. Grading Criteria

The final grade is determined by how well students have done in the assessments.

A (Excellent): 100-90

B (Very good): 89-80

C (Good): 79-70

D (Satisfactory): 69-60
F (Unsatisfactory): 59-0

8. Remarks

- All classes will be held face-to-face on campus (subject to change in circumstances).
- Students are required to attend at least two thirds of classes to pass the course.
- English is the medium of instruction in this class.
- Students are expected to communicate in English during the class.
- Criteria for participation include how much English students use in class as well as how actively they participate in learning activities.

9. Method of class

Face-To-Face class

Glocal Seminar II

Instructors: Praet Carolus et al
Credits: 2 (Spring Semester)

Core Subject **Course Code: 4101260**

1. Course objective and method

The purpose of this course is to give students insights into what it theoretically and practically means to work in a globalizing world.

This course will employ an omnibus style, in which 7-9 guest speakers will talk about their work and career experiences in different industries.

Classes will feature lectures by a guest speaker, group discussion, presentation, and Q&A. In addition, some classes will focus on preparatory study of the industry in which a specific guest speaker works/has worked.

After each class, students will need to submit an assignment given by the coordinator or the guest speaker.

Classes will most likely be held on Zoom in real time. Depending on the pandemic situation, it may be possible to invite guest speakers to come physically and give lectures in the classroom.

2. Course Goals

The course objectives are as follows.

- 1) give students a better understanding of theoretical knowledge and its use in the business world (and/or in non-profit organizations);
- 2) help students think about their own future career plans;
- 3) re-recognize the importance of English skills.

3. Course Contents

To be announced soon after adjusting schedules and contents with the guest speakers.

4. Preparation and review class

Students need to preview material prior to attending class and submit essays after each module.

5. Teaching Materials

Materials will either be provided by the instructor or will be available via our 'manaba' system.

6. Grading

Grading will be based on level of preparation, class participation, performance in the presentation and individual essay reports.

7. Grading Criteria

Quality of prior learning and class participation: 40%

All students should participate in class by actively asking questions and presenting opinions. It is essential that students actively participate in group discussions.

Group presentation: 30%

Each group member is required to take charge of a part of the presentation.

Essay reports: 30%

8. Remarks

All classes will be conducted in English.

9. Courses conducted by those with practical experiences

Yes

10. Outline of their practical experiences

To be announced at the start of the course.

11. Relevance between their practical experiences and the course

Guest speakers have extensive working experience in the business world and have used English as an essential part of their jobs.

12. Method of class

Face-To-Face class (including online classes less than 7 weeks)

12. Additional information

Includes learning content on region (Hokkaido)

Glocal Seminar III & IV (Econ, Comm)

Core Subject

Course Code (Spring):

Econ III: 4101270 / Econ IV: 4101310

Comm III: 4101290 / Comm IV: 4101330

Instructors:

(Econ) Matsumoto Tomoya

(Comm) Wang Liyong & Kobayashi Koji

Credits: 2 (Fall & Spring Semester)

1. Course objective and method

Glocal Seminar III (GS3) and IV (GS4) are designed to develop knowledge and skills to pursue academic research. In GS3, students 1) learn the basics of qualitative and/or quantitative social science studies with instructors' tutoring through readings of existing studies, discussions in the class, and/or fieldwork, and 2) find their research topic by the end of the course. In GS4, students pursue their research along with instructors' guides.

2. Course Goals

The seminars focus on the acquisition of knowledge and skills that are necessary to conduct empirical research. Empirical research uses qualitative and quantitative data and methods to understand the mechanism behind real-world phenomena. It complements theoretical research and helps us deeply understand social issues and problems and develop policy implications for their solutions by combining theoretical analyses. Students learn the basics in GS3, and apply the knowledge and methods for their research projects and summarize the outcomes in GS4.

The GS3 goals are to learn the basics of:

1. How to find research questions in the field of social science through the reading of existing studies (literature review).
2. To learn how to collect observational, experimental, and dialogical information (e.g., survey, experiment design, case study, interview, and participant observation).
3. How to analyze and summarize the information to be collected.
4. To choose a research topic.

The GS4 goals are to apply the basics of the empirical research learned in GS3:

1. How to design a research project using a relevant method for the research topic.
2. To implement the project and collect the information necessary for the study.
3. How to summarize and present the research outcomes in the seminar.

3. Course Contents

We offer two series of Glocal Seminars parallelly in each semester. One is the economics-oriented series called GSEcon (referring to GS3Econ and GS4Econ), and the other is the commerce-oriented series called GSComm (referring to GS3Comm and GS4Comm). Students can choose either GSEcon or GSComm based on their interests.

Profs. Ikeda and Matsumoto are in charge of GSEcon, while Profs. Kobayashi and Wang are of GSComm.

The GSEcon focuses more on quantitative studies (e.g., statistics, survey, and experimental design), while the GSComm does more on qualitative studies (e.g., case study, interview, and participant observation).

When students take the Glocal Seminar series, the first course is counted as GS3, while the second course is counted as GS4. For instance, a typical student takes GS3 in the fall semester of the 3rd year to learn the basics of research methods and takes GS4 in the fall semester of the 4th year to apply the methods to implement their research projects.

Although students can technically take GS3Econ and GS4Comm, or vice versa, the instructors highly recommend you enroll in both GS3 and GS4 from the same series (i.e., GS3Econ and GS4Econ, or GS3Comm and GS4Comm) to deepen your knowledge and skills in either field, particularly for the Glocal Course students (グローバル主専攻学生).

4. Preparation and review lesson

Assignments will be given through Manaba.

5. Teaching Materials

Materials are given by the instructors.

6. Grading

Grades will be determined based on seminar participation, class presentation, and final report. The details are given by instructors.

7. Grading Criteria

This class follows the OUC guideline for grading, which is given by

A(秀): 100-90

B(優): 89-80

C(良): 79-70

D(可): 69-60

F(不可): 59-1

F(不可): 0

8. Remarks

Students must attend the course orientation session, where course details are given. The session schedule (URL and time) will be announced through Manaba.

There are no prerequisite courses for this class. However, it is preferred to take some basic courses such as Business Economics I/II (ビジネス経済学 I/II), Microeconomics (ミクロ経済学), Introduction to Empirical Research (実証研究入門) and Statistics (統計学) for GSEcon; and marketing and management related courses for GSComm in advance.

9. Courses conducted by the ones with practical experiences

Yes

10. Outline of their practical experiences

Prof. Matsumoto: Visiting Scientist at International Livestock Research Institute, Nairobi, Kenya

11. Method of class

Face-To-Face class (including online classes less than 7 weeks)

Glocal Seminar III & IV (Linguistics)

Core Subject

Instructor: Nishiguchi Sumiyo
Credits: 2 (Fall & Spring Semester)

Course Code (Spring):

III: 4101350 / IV: 4101370

1. Course objective and method

The seminar will meet in the seminar room 3-207D in Otaru campus in principle unless students prefer to meet online. The central area of study is linguistics, the study of language. The linguistic subfield called *formal semantics* investigates the meaning of language from logical and mathematic perspectives. The seminar meets on Thursday 4th and 5th periods together with the third year students in the daytime course.

In this seminar, students choose and read a book written in English, typically an introductory textbook before the semester starts. In April, students present book reviews that include the summary and comments on the book they read. After that, students will start reading a course material in the form of what is called *rindoku* in Japanese, in which students take turns in explaining the assigned pages of the book to other students. Then eventually they conduct studies on their own topic. There will also be an online assistant from Kenya—a Maasai language speaker will visit the seminar every week in order to enhance students' communicative skills.

2. Course Goals

While writing a research paper is a final goal, international communication plays an important role. Students will prepare for writing a graduation thesis in the fourth year. Students will also communicate in English during seminars.

3. Course Contents

April: book review / report of studying abroad during spring break

May-June: reading textbooks

July: project

August: ESSLLI Summer School in Slovenia

September-October: reading textbooks

December: project

January: presentation of term paper/project work

4. Preparation and review lesson

Students should read the assigned portion of the course material before each seminar.

5. Teaching Materials

1. Paul H. Portner, *What is Meaning?* Blackwell, ISBN 978-1405109185

2. *MLA Handbook*, 9th ed. ISBN 978-1603293518

6. Grading

class activity: 60%

term paper/project work: 40%

7. Grading Criteria

A : Excellent performance

B : Good performance

C : Solid performance

D : Minimally satisfactory performance

8. Remarks

The attendees are encouraged to attend ESSLLI Summer School, July 31 to August 11 to be held in University of Ljubljana, <https://2023.esslli.eu/>.

Students are expected to speak in English at seminars.

9. URL of syllabus or other information

<https://www.otaru-uc.ac.jp/~nishiguchi/>

10. Notes

office hours: Spring semester: Thursdays 12pm-12:50pm

Fall semester: Fridays 12pm-12:50pm

office location: 1-316

Japanese Language

Japanese I

Instructor: Takano Hisako

Yamamoto Sayaka

Japanese language subject Course Code: 4300120

Credits: 3 (Fall Semester)

1. Course objective and method

This course is an introduction to Japanese language, and it is designed for students who had little or no experience learning Japanese. This is a comprehensive, college-level language course, which puts equal emphasis on each of the four skills: speaking, listening, reading and writing. This course will cover from Lesson 1 to Lesson 10 in GENKI 1 and will introduce hiragana, katakana and about 800-100 kanji (Chinese characters). By the end of this course, students are expected to be able to function linguistically in a variety of everyday situations.

2. Course Goals

Upon successful completion of this course, students will be able to carry on basic daily conversations, read controlled texts and some authentic materials, and write short messages using appropriate styles.

3. Course Contents

Week 1 Japanese sound system, Reading & Writing L.1

Week 2 Lesson 1 New Friends

Week 3 Lesson 2 Shopping

Week 4 Lesson 3 Making a Date

Week 5 Reading & Writing L.2

Week 6 Lesson 4 The First Date

Week 7 Lesson 5 A trip to Okinawa

Week 8 Lesson 6 Day in Robert's Life

Week 9 Reading & Writing L.3, L.4

Week 10 Lesson 7 Family Picture

Week 11 Lesson 8 Barbecue

Week 12 Reading & Writing L.5, L.6

Week 13 Lesson 9 Kabuki

Week 14 Lesson 10 Winter Vacation Plans

Week 15 Reading & Writing L.7, L.8

Week 15 Review/Final Examination

***This schedule is subject to change.**

4. Preparation and review class

Before you attend each class, you should memorize vocabulary so that you can participate fully in classroom activities, and listen to the audio material as frequently as possible.

After you attend each class, you should review the material covered in the class and make sure you can perform the tasks done in class on your own, and complete homework assignments to review the materials covered in class.

5. Teaching materials

GENKI :An integrated course in elementary Japanese I Third edition. The Japan Times. ¥3,600 (+tax).

GENKI :An integrated course in elementary Japanese I Workbook Third edition. The Japan Times. ¥1,700 (+tax).

6. Grading

Attendance & Participation 10%, Tests & Quizzes 50%, Homework Assignments 15%, and Final Examination 25%

7. Grading Criteria

A 100-90%, B 89-80%, C 79-70%, D 69-60%, F 59%-0%

8. Remarks

You are expected to attend every single class.

You are expected to study for about two hours everyday outside of class.

You are expected to come to class well prepared so you will be ready to participate in activities in class.

9. Method of class

Face-To-Face class

Classes will be conducted by two instructors as a team.

Japanese II (Fall Semester)

Instructor: Takano Hisako

Paule Aki

Japanese language subject

Course Code: 4300130

Credits: 3 (Fall Semester)

1. Course objective and method

This course is designed for those students who have successfully completed Japanese I or equivalents thereof. The goal of this course is to improve their four skills in speaking, listening, reading and writing of the modern Japanese, and enhance their overall language proficiency. They are also expected to master around 300 Kanji characters.

2. Course goals

At the completion of this course, students will be able to talk coherently and understand the main points on familiar matters, read and write comments and descriptions of their experiences. They will acquire overall language proficiency enough to deal with most situations which are likely to arise in daily life.

3. Course Contents

Week 1 Orientation, Review of GENKI I Lesson 11, R&W L.9

Week 2 Review of GENKI I Lesson 12, R&W L.10

Week 3 Lesson 13 Looking for a Part-time Job

Week 4 Lesson 14 Valentine's Day

Week 5 Reading & Writing L.11, L.12

Week 6 Lesson 15 A Trip to Nagano

Week 7 Lesson 16 Lost and Found

Week 8 Reading & Writing L.13, L.14

Week 9 Lesson 17 Grumble and Gossip

Week 10 Lesson 18 John's Part-time Job

Week 11 Reading & Writing L. 15, L.16

Week 12 Lesson 19 Meeting the Boss

Week 13 Lesson 20 Mary Goes Shopping

Week 14 Reading and Writing L.17, L.18

Week 15 Lesson 21 Burglar

* This schedule is subject to change.

4. Preparation and review lesson

Before you attend each class, you should:

- 1) Do assignments so that you can participate fully in classroom activities.
- 2) Give yourself ample time to prepare for quizzes & tests.
- 3) Listen to the audio material as frequently as possible.

After you attend each class, you should:

- 1) Review the material covered in the class and make sure you can perform the tasks done in class on your own.
- 2) Complete homework assignments.
- 3) Go over quizzes & tests to see what was corrected, make a note immediately and master the materials right

5. Teaching materials

GENKI II, the 3rd edition, The Japan Times

GENKI II Workbook, the 3rd edition, The Japan Times

6. Grading

Attendance & Participation 10%

Homework (Penmanship, compositions) 15%

Quizzes & Tests 50%

Final exam or Semester project 25%

7. Grading Criteria

A: 100-90%

B: 89-80%

C: 79-70%

D: 69-60%

F: 59-0%

8. Remarks

To earn 3 credits, students are to attend class 3 times a week, and study outside the class at least 6 hours a week.

9. Method of class

Face-To-Face class

Classes will be conducted by two instructors as a team.

Japanese II (Spring Semester)

Instructor: Yamamoto Sayaka

Takada Hiroko

Japanese language subject Course Code: 4300110

Credits: 3 (Spring Semester)

NOTE: This is the same subject as the Fall Semester.

1. Course objective and method

This course is designed for those students who have successfully completed Japanese I or equivalents thereof. The goal of this course is to improve their four skills in speaking, listening, reading and writing of the modern Japanese, and enhance their overall language proficiency. They are also expected to master around 250 Kanji characters.

2. Course goals

At the completion of this course, students will be able to talk coherently and understand the main points on familiar matters, read and write comments and descriptions of their experiences. They will acquire overall language proficiency enough to deal with most situations which are likely to arise in their daily life.

3. Course Contents

This course covers;

- 1) Vocabulary, Grammar and Dialogue : Lesson 11-21 of GENKI 1& II, the 3rd edition
 - 2) Reading and Writing : Lesson 9-21 of GENKI 1& II, the 3rd edition
- * The schedule is subject to change.

4. Preparation and review lesson

Attend every single class, and Before you attend each class, you should:

- 1) Do assignments so that you can participate fully in classroom activities.
- 2) Give yourself ample time to prepare for quizzes & tests.
- 3) Listen to the audio material as frequently as possible.

After you attend each class, you should:

- 1) Review the material covered in the class and make sure you can perform the tasks done in class on your own.
- 2) Complete homework assignments.
- 3) Go over quizzes & tests to see what was corrected, make a note immediately and master the materials right.

5. Teaching materials

4/9(Tu)~4/24(We)

- 『げんき 1』 GENKI I the 3rd edition, The Japan Times
- 『げんき 1 ワークブック』 GENKI I Workbook, the 3rd edition, The Japan Time

4/26(Fri)~7/26(Fri)

- 『げんき II』 GENKI II, the 3rd edition, The Japan Times
- 『げんき II ワークブック』 GENKI II Workbook, the 3rd edition, The Japan Times

6. Grading

- Attendance & Homework,
- Quizzes & tests,
- Final exam or Semester project

7. Grading Criteria

Course grade will be determined by:

- Attendance & Participation 10%
- Homework (Penmanship, compositions) 15%
- Quizzes & Tests 60%
- Final exam or Semester project 15%

8. Remarks

- 1) To earn 3 credits, students are to attend 90-minute class 3 times a week, and study outside the class at least 6 hours a week.
- 2) More than 10 minutes late is considered a late. 3 times late counts for 1 absence.

9. Method of class

Face-To-Face class

1. Course objective and method

The course is designed for international students who are in the short program and have successfully completed intermediate Japanese II or the equivalent.

It aims to further improve the four skills of reading, writing, listening and speaking in Japanese, in order to not only improve daily conversation in Japanese, but also to enable understanding of some special topics and to improve expression of opinions in academic Japanese.

This course will use textbooks and supplementary materials to provide different types of writings and readings, such as essay, interview, research paper with data, academic writing, etc. Also, it will utilize visual media, such as films, anime, and manga, in order to expose the student to diverse kinds of vocabulary.

2. Course goals

By the end of the term, students will be able to:

- 1) Fluently speak in daily conversations
- 2) Write about familiar topics and opinions
- 3) Read and understand the main points of beginner-level academic writings
- 4) Understand diverse topics in visual media

3. Course Contents

(The contents and schedule are subject to change, depending on language levels and available materials)

Week 1 Orientation & Self-introduction

QUARTET II

+ Genki II Lesson 22

Week 2 Lesson 1: 日本を代表する有名人 + Genki II Lesson 22

Week 3 私が尊敬する有名人、新しい出会い + Genki II Lesson 23

Week 4 Lesson 2: メールと手紙 + Genki II Lesson 23

Week 5 お礼の手紙 + Genki II Review 1

Week 6 Lesson 3: 日本を楽しむ. + Genki II Review 2

Week 7 私の好きな町

Week 8 Oral Presentation #1 & Lesson Test #1 (Chapter 1,2, and 3)

Week 9 Lesson 4: 外国での経験

Week 10 座談会での記事

Week 11 Lesson 5: 和食のすすめ、私のおすすめ料理

Week 12 Lesson 6: 日本社会への声

Week 13 投書文を書く

Week 14 Oral presentation #2

Week 15 Review & Lesson Test #2 (Chapter 4,5, and 6)

4. Preparation and review lesson

Before you attend each class, you need to:

- 1) Read the grammar points in the text book.
- 2) Do homework and assignments in order to participate in each class fully and actively.
- 3) Do any kinds of activities in Japanese as much as possible.

After you attend each class, you need to:

- 1) Review each lesson and get familiar with new vocab, kanji, and grammar points.
- 2) Complete and submit homework assignments on time.
- 3) Prepare for lesson tests, and vocab & kanji quizzes (there might be pop quizzes).

5. Teaching materials

Main textbook

“QUARTET II - Intermediate Japanese Across the Four Language Skills” Japan Times (2020).

Sub textbook

“Genki II - An Integrated Course in Elementary Japanese II (3rd Edition)”

6. Grading

Attendance & Participation . . . 15%

Homework . . . 20%

Lesson Tests (including vocab and kanji tests) . . . 40 %

Oral Presentation#1 . . . 10%

Oral Presentation#2 . . . 15%

7. Grading Criteria

A= 100-90%

Can communicate fluently in everyday Japanese and can effectively read and write short academic pieces

B= 89-80 %

Can mostly communicate in everyday Japanese, and can mostly read and write short academic pieces

C= 79-70%

Can sometimes communicate in everyday Japanese with some help, and can usually read and write some short readings.

D= 69-60%

Can communicate in in everyday Japanese only with help, and can read/comprehend and write some very short writings only with help.

F= 59-0%

Can only communicate in everyday Japanese with much help, and cannot read/comprehend or write in Japanese.

8. Remarks

You must attend and actively participate in each class.

You are expected to come to class well-prepared for each lesson.

You are expected to study and use Japanese at least two hours a day outside of our class.

9. Method of class

Face-To-Face class

Daily Life

After your arrival

A tutor will be arranged to meet you when you arrive at Otaru station. Your tutor will take you to The International House and help you settle down.

Following are some useful information and the procedures that you will go through upon your arrival.

1. To Hokkaido

Otaru University of Commerce is located in Otaru city, Hokkaido Japan. Please arrange to have your flight arrive at New Chitose Airport (CTS).

Please arrange your flight to arrive in Otaru on the following suggested dates.

Suggested dates: September 11 – 14 and 19, 2023

*Note: Mandatory YOUC Orientation on September 22.

September 18 is the National Holiday and the university is CLOSED.

2. To Otaru City

A designated tutor (for YOUC students, we assign tutors) from OUC will meet you at the airport. He/She will come along with you to Otaru City by train (via JR = Japan Railways Hokkaido, approx. 80 minutes, 1,910 JPY). Once you arrive at Otaru station you can take either a bus or a taxi (bus: 240 JPY, taxi: approx. 950 JPY) to Otaru University of Commerce.

(Note: Fares are subject to change)



3. Visit the International Office:

Your tutor will take you to the International office upon your arrival.

- Please bring your passport and residence card (given at the airport) for photocopies.
- You will be given the key for your room in the International House. Your tutor will take you to the House.
- You will be given your private on-campus mailbox for notices from the office. Your tutor will show you the location of your mail-box.

4. Necessary paper works

(1) Move-in notification

Foreign nationals in Japan must complete applications for Move-in notification at the municipal office of the area in which they live. Any changes of their status should be reported immediately. The following documents are required for registration:

1. Move-in notification form. (prepared in the International Office)
2. Passport.
3. Residence card. *The address you report will be written on the back side of the card.

(2) National Health Insurance

All international students who will stay in Japan for 3 months or over are required to register for National Health Insurance. You shall apply for it at the city hall upon completion of your move-in notification.

For most of our students the insurance premium is around 1,600 yen per month (the insurance premium depends on the income levels earned in Japan). The insurance covers 70 percent of most ordinary medical costs. Students incurring major medical expenses because of hospitalization may be further eligible for a refund or loan from National Health Insurance to cover the excess amount.

5. Other important issues

(1) Part-time job (Out-of-status activities)

International students with a college student status visa are prohibited to work in Japan. However, a limited job to compensate academic and living expenses may be allowed as long as you obtain permission from the Immigration Bureau and the job does not interfere with academic studies. You can apply for permission at the Narita, Haneda, Chubu, Kansai, New Chitose, Hiroshima and Fukuoka airport or at Immigration Bureau in Sapporo with your residence card.

(2) Traveling outside Japan

When traveling outside of Japan during the term of your Japanese visa, students are required to notify the International Office. If you leave Japan temporarily with your residence card, you do not need to apply for a reentry permit at the Immigration Bureau before leaving.

International House

The International House, an apartment (flat) type dormitory for researchers and international students at Otaru University of Commerce, is located on campus of the university in the southwest of Otaru city, two kilometers up a steep hill from Otaru station. The address of the International House is: 4-4-15 Midori, Otaru, Hokkaido, 047-0034, Japan

1. Eligibility of residence

The following persons are eligible for residence in the International House:

1. International students attending OUC, and their spouse and children.
2. International researchers engaging in research at OUC for more than one month and their spouse and children.
3. Other persons approved by the house master.

2. Expenses to be paid by residents

1. Boarding fee

(1) Residents holding the title of international student must pay a boarding fee as listed below.

(2) The boarding fee shall be paid monthly and cannot be divided daily (even if you move-in or out halfway of the month you must pay fully for the month).

Boarding fee (international students)

Type of room	Boarding fee (monthly)
Single room	¥ 6,400
Double room	¥ 12,900

2. Utility costs

(1) A resident must pay electricity, gas and water charges for his/her own living space directly to related companies. Payment is measured by separate meters attached to each room.

(2) A resident is responsible for any payments which originate from a contract made by him/herself. Telephone is included in this example.

3. Security money deposit

A resident must pay the security money deposit when he/she starts dwelling in the International House as listed below. When a resident vacates his/her room, he/she must pay cleaning fees, which is deducted from the security money deposit.

Type of room	Security money deposit
Single room	¥ 40,000
Double room	¥ 70,000

3. Facilities

There are single and double rooms in the International House. Students with family members accompanying them may apply for a double room. Each room is equipped with a kitchen, a unit bath and the following facilities:

Items installed in each room:

(1) Single room

bed, quilt, mattress, mattress pad, desk, chair, desk lamp, bookshelf, refrigerator, microwave, wardrobe, gas range, gas water heater, gas heater, shower curtain, intercom, and dehumidifier

(2) Double room

bed, quilt, mattress, mattress pad, desk, chair, desk lamp, bookshelf, refrigerator, microwave, wardrobe, washing

machine, vacuum cleaner, dining table, two dining chairs, cupboard, gas range, gas water heater, gas heater, intercom, and dehumidifier

There is a common lounge for the residents in the house. Coin-operated washers and dryers are available in the laundry room for single room residents.

4. Free Wi-Fi

There is Wi-Fi network free of charge in the International House for residents.

5. NO SMOKING and NO ALCOHOL POLICY

SMOKING and ALCOHOL beverages are NOT ALLOWED in the International House at any time.

Otaru University of Commerce is 100% Alcohol and Smoking FREE on its campus including university residence at any time.

Daily Life in Otaru

1. Living costs

Estimated living costs per month for the students living in the international house are as follows:

International House	6,400 yen
Food Expenses	18,000 yen – 25,000 yen
Books	5,000 yen – 10,000 yen
Utility	8,000 yen – 15,000 yen
National Health Insurance (mandatory)	Approx. 1,600 yen
Other expenses	10,000 yen – 20,000 yen
Total	49,000 yen – 78,000 yen

2. Transportation

There is a bus service from Otaru station to the university. To reach the university, take the route 19 bus from Otaru station and get off at the terminal. The university is only across the road from the bus stop. The fare is 240 yen and it is common for all bus routes in the city center. Frequency of the bus service is about once every thirty minutes for most of the day and every ten minutes in the morning. The discount bus card can be purchased from the bus driver or at the window of the station terminal.

It is also possible to walk from the station or the city center to the university, and it takes around twenty minutes. However, since the university is located at the top of the mountain, many students who commute from the outside of Otaru take a bus or a taxi to go to the university in the morning and walk when they go home in the evening. The taxi fare for one way between the station and the university is around 950 yen.

3. City life

The city center is walking distance from Otaru station. The city center is a long strip area (Chuodori Street) between the station and the canal. There is a shopping mall Miyakodori Street that goes in right angle from Chuodori, which leads to Hanazono area. To the north in direction of the canal and the sea, there is a shopping area frequented by tourists famous for glassware and music boxes.

For a bigger shopping or events, students probably want to go to Sapporo, the biggest city in Hokkaido. There are two alternatives to go to Sapporo station. One is to take JR (Japan Railway) train (one-way fare: 750 yen). The rapid train services (normally two services per hour) take you to Sapporo in 32 minutes while normal services take about 50 minutes. Trains are generally more punctual especially in the winter. Although the highway bus fare is slightly cheaper (one-way fare: 680 yen), it takes about one hour or more depending on the road condition. Highway bus discount cards are also available.

(Note: Fares are subject to change)



YOUUC Program FAQ

YOUC Program frequently asked questions

Q. Do I need a Visa to enter Japan even if Japan does not require a Visa for visitors from my country?

A. Yes, you MUST apply for a Student Visa prior to entering Japan

Q. How much cash should I bring with me?

A. Students usually need about 120,000 Japanese Yen in cash for the first 2 – 4 weeks in Japan. While main stores (including convenience stores) can accept overseas credit cards, some official procedures may require cash for the fee. We recommend students to have some cash always in hand. You can withdraw JPY with your credit card at some ATM (including on-campus one).

Estimate of minimum living cost for the first two weeks are approximately:

Transportation (from New Chitose Airport to Otaru): 3,000 yen

Security money deposit for your room: 40,000 yen

Food: 15,000 yen

Daily necessities and miscellaneous goods: 15,000 yen

Here is list of approximate fees and prices for your information:

Soft drink (500ml): 150 yen

Milk (1L): 200 yen

Bread (1 loaf): 200 yen

Lunch at OUC: 500 yen

Movie: 1,800 yen

Dinner out: 3,500 yen

Q. Can I be certain that there will be a room available for me at the International House?

A. Yes, all the YOUC program students are eligible to live in the International House.

Q. How will I know my room number?

A. The International Office will give you the room information before you come to Japan and a key to the room upon your arrival.

Q. How far is the dormitory (International House) from the university?

A. The International House is on campus and it only takes within 5 minutes to walk to the main lecture building.

Q. Will I have free internet access in my room in the International House?

A. Yes, you can use Free Wi-Fi access there.

Q. Should I learn Japanese before coming?

A. We recommend that you study Japanese for your daily life before coming if possible. There are quite a few students who understand and speak English at the university, but with the exception of the information counter at the airport, most people whom you will encounter at shops, businesses, and restaurants do not speak fluent English.

Many doctors at large hospitals are able to communicate in English and the names of train stations and other transportation information are also available in English.

Q. If I have very strong Japanese language skills may I enroll in courses that are taught in Japanese?

A. Yes, with permission from the instructor of the course, you are eligible to enroll in most of the same courses offered to Japanese students.