

DIVISION OF PROGRAM OF BUSINESS (GLBM1-CE)

GLBM1-CE 6101 PD Business Innovation: Critical Thinking and Creative Problem-Solving (1.5 Credits)

Economic growth in modern Japan was driven by innovation. Today, Japan faces the economic challenge of a hyper-competitive global economy fueled by speed, creativity, and adaptability. This course on Business Innovation provides an essential foundation in creative problem-solving and critical thinking that will be relevant to professionals in any industry, at any stage of their career. Through cutting-edge Design Thinking strategies, you will learn to execute projects efficiently, deepen relationships with customers, and seize new opportunities. This course is interactive and practical. You will master new skills in class that you can apply at work the next day. Become a more creative and dynamic business person.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6102 PD Introduction to Strategic Global Marketing (1.5 Credits)

This course is for professionals who would like to increase their understanding and knowledge of fundamental marketing strategies and concepts in a global context. The course is designed and taught by experienced marketing professionals and features practical concepts and examples from actual business situations along with key supporting theories of marketing. Emphasis is placed on the international aspects of marketing in today's interconnected world as well as introducing global best practices. Students will explore the most relevant areas of marketing, including: strategic analysis, development of objectives and strategies, the marketing mix, segmentation, targeting and positioning, the customer journey, and product and market development. Brief case studies and in-class discussions are used to teach and demonstrate actionable strategic marketing principles for both Japanese companies selling abroad and overseas companies entering or operating in the Japanese market.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6103 PD Leadership and Performance Management (1.5 Credits)

This course covers essential skills for leading people and teams at fast-paced, global, multinational corporations. Throughout the course, the key differences between management and leadership will be made clear. Confident leadership includes the ability to develop strategy for employee engagement and to achieve team and organizational targets consistently. Course content will include methods to adjust personal communication styles, influence team discussions, and manage performance. Participants will develop a personal action plan and explore techniques to cultivate leadership skills in others. They will be able to apply what they learn immediately at work. There will be a combination of lectures, learning assessment exercises, small-group activities, and case studies.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6104 PD Practical Start-Up Skills for Japanese Industry (1.5 Credits)

Students will learn the practical techniques and tools used by modern startups and how to best apply them within a Japanese company to increase efficiency and foster innovation. The course is a hands-on, workshop-based, startup simulator. Over the term, student teams will learn venture building skills, apply them immediately to their venture project, and learn the most effective way of applying these skills within large Japanese organizations. The course covers ideation, business model creation, value proposition definition, customer segmentation and validation, common revenue models, and startup sales and marketing tools and strategy. At completion, students will have a good working knowledge of the skills and process involved in creating and growing a venture business, the low-cost, online tools commonly employed by startups, and be able to apply those skills and tools effectively within a Japanese enterprise. This course is ideal for managers at Japanese enterprises who want to better understand how startups are able to rapidly develop and market new products, and how those methods can be practically applied within Japanese companies to increase innovation and revenues.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6401 PD Business Innovation: Critical Thinking and Creative Problem-Solving (2 Credits)

This course is for professionals who would like to increase their understanding and knowledge of fundamental marketing strategies and concepts in a global context. The course is designed and taught by experienced marketing professionals and features practical concepts and examples from actual business situations along with key supporting theories of marketing. Emphasis is placed on the international aspects of marketing in today's interconnected world as well as introducing global best practices. Students will explore the most relevant areas of marketing, including: strategic analysis, development of objectives and strategies, the marketing mix, segmentation, targeting and positioning, the customer journey, and product and market development. Brief case studies and in-class discussions are used to teach and demonstrate actionable strategic marketing principles for both Japanese companies selling abroad and overseas companies entering or operating in the Japan market.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6402 PD Introduction to Strategic Global Marketing (1.5 Credits)

This course is for professionals who would like to increase their understanding and knowledge of fundamental marketing strategies and concepts in a global context. The course is designed and taught by experienced marketing professionals and features practical concepts and examples from actual business situations along with key supporting theories of marketing. Emphasis is placed on the international aspects of marketing in today's interconnected world as well as introducing global best practices. Students will explore the most relevant areas of marketing, including: strategic analysis, development of objectives and strategies, the marketing mix, segmentation, targeting and positioning, the customer journey, and product and market development. Brief case studies and in-class discussions are used to teach and demonstrate actionable strategic marketing principles for both Japanese companies selling abroad and overseas companies entering or operating in the Japan market.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6403 PD Leadership and Performance Management (1.5 Credits)

This course covers essential skills for leading people and teams at fast-paced, global, multinational corporations. Throughout the course, the key differences between management and leadership will be made clear. Confident leadership includes the ability to develop strategy for employee engagement and to achieve team and organizational targets consistently. Course content will include methods to adjust personal communication styles, influence team discussions, and manage performance. Participants will develop a personal action plan and explore techniques to cultivate leadership skills in others. They will be able to apply what they learn immediately at work. There will be a combination of lectures, learning assessment exercises, small-group activities, and case studies.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6404 PD Practical Start-up Skills for Japanese Industry (1.5 Credits)

Students will learn the practical techniques and tools used by modern startups and how to best apply them within a Japanese company to increase efficiency and foster innovation. The course is a hands-on, workshop-based, startup simulator. Over the term, student teams will learn venture building skills, apply them immediately to their venture project, and learn the most effective way of applying these skills within large Japanese organizations. The course covers ideation, business model creation, value proposition definition, customer segmentation and validation, common revenue models, and startup sales and marketing tools and strategy. At completion, students will have a good working knowledge of the skills and process involved in creating and growing a venture business, the low-cost, online tools commonly employed by startups, and be able to apply those skills and tools effectively within a Japanese enterprise. This course is ideal for managers at Japanese enterprises who want to better understand how startups are able to rapidly develop and market new products, and how those methods can be practically applied within Japanese companies to increase innovation and revenues.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLBM1-CE 6405 PD FinTech and the Future of Finance: Lessons from Outside Japan (1.5 Credits)

Financial Technology (FinTech) is shaping up to be a key disruptive power globally. Following the disillusionment with traditional financial institutions after the Global Financial Crisis (GFC), agile and nimble FinTech companies are leveraging state-of-the-art technology, without being bound by legacy considerations, to reinvent business models, and take market share. The incumbents have reacted slowly, especially in Japan, but are finally waking up to the competitive challenge. This course has been designed for individuals, from both finance and technology, who stand to be impacted by FinTech and are interested in understanding the FinTech ecosystem, latest trends, and how they might affect their current business. Through examples from FinTech inside and outside of Japan, topics include aspects of innovation and design thinking, an overview of the FinTech/RegTech/InsurTech landscape, a deep dive into blockchain and distributed ledger technology, key technology enablers, as well as regulatory considerations. The workshop includes lectures, group discussion and teamwork, and will conclude with a presentation of coursework. Students are encouraged to discuss actively and express opinions.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes