

4/11/2011

GLOBAL ACTION PROJECT – Japan

Overview

The Global Action Project is an integral four-credit course component of the Global MBA program and takes place in the second quarter of the spring semester for final year students. The GAP combines academic content with company visits and other relevant activities. GAP-Japan is based at the DBS in Kyoto for academic sessions and a few company visits are planned in Kyoto and other cities in Japan. The focus of GAP-Japan is on the analysis of contextual issues and its relevance to strategies at the corporate, business and functional levels.

In the programme we have two distinguished lecturers: Dr. Bill Totten and Prof. Ralf Bebenroth (Kobe Univ) as well as several executive-level speakers from various industries and businesses. The intellectual focus of GAP Japan is on understanding why and how corporate strategies at various levels are contingent to contextual issues. This leads us to develop ideas, perspectives, and insights to build strategies and to evaluate corporate situations in different contexts. We will draw on specific cases presented by guest executives and investigate both similarities and differences among them and identify why such differences may arise. We will also analyze how companies are responding to changing external conditions.

Dates

June 9th – June 23rd , 2011 (14 days)

Organizer

Prof. H. Hasegawa

Academic content

Intensive seminar sessions are given at DBS by a number of corporate managers on their business and management with a focus on strategy, marketing, HRM and product development. The outline of lectures will be provided in advance and students are required to study these companies in advance by collecting data from websites and other relevant literature. Four credits are given by attending a week-long intensive seminar, corporate visit, research seminar and submission of a final essay.

Global Action Project – Japan (Hasegawa) 2011

Company visits and lectures

See the list below

Number of students

Minimum number of four (4) to five (5) is required for GAP in Japan

Schedule

Day		Location	Content		Stay
	June		<i>Morning (10:00-12:00)</i>	<i>Afternoon (13:30-15:30)</i>	
1	9 (Thu)	DBS	Lecture (Konica Minolta) Alan Sumiyama (General Manager, Technology Development)	Lecture (DAKS) Takeshi Nomura Former CEO , DAKS Simpson, London	Kyoto
2	10 (Fri)	DBS	Lecture on responses of Kansai firms to globalization (Yasuo Nishiguchi, former CEO of Kyocera)	Lecture (Kyocera) Yoichi Higashi, General Manager, Solar business	Kyoto
3	11 (Sat)	DBS	Lecture on how to write an essay/research paper (H. Hasegawa)	Lecture (Green Power Investment: Wind power generation) Toshio Hori (CEO)	Kyoto
4	13 (Mon)	DBS	Lecture (OMRON) Koki Kurokawa (Business Innovation Group in charge of Global HRM)	Lecture (Ippo do) Kano Kenichi Director	Kyoto
5	14 (Tue)	DBS/Plant visit	Lecture (Ashisuto) Bill Totten (CEO Ashisuto)	Plant visit: Suntory Whisky at Yamazaki (Ms.	Kyoto

Global Action Project – Japan (Hasegawa) 2011

				Hosomi,,075-962-1423) 14:00-16:00	
6	15 (Wed)	Plant visit /DBS	Plant visit (OMRON) Taiyono le 10:00-12:00 TEL075-672-091 (Mr. Yoda)	Plant visit (Ganko Foods) Lunch at Ganko 1000 yen	Kyoto
7	16 (Thu)	DBS/Plant visit	Lecture on Toyota Stuart Ayere (Ishida Daiseisha)	Plant visit (Toyota plant in Nagoya)	Nagoya
8	17 (Fri)	Plant visit	Plant visit (Ippo do)	Plant visit (Kyocera) Solar Power Business	Kyoto
9	18 (Sat)	DBS	Lecture on Career opportunities for women in Japan Markus Pudelko	Research Day: focus on perspectives and data collection	Kyoto
10	20 (Mon)	DBS	Lecture (Toray) Junji Kawakatsu Deputy General Manager,	Lecture on globalization and HRM (Ralf Bebenroth, Kobe University)	Kyoto
11	21 (Tue)	DBS	Seminar: presentation by students (Hamad, Al-Nesef, Charlie Chen)	Lecture (Ganko Foods) Takeshi Shinmura Managing Director	Kyoto
12	22 (Wed)	DBS	Seminar: presentation by students (Thao Dang, Ray Wang)	Seminar: presentation by students (Ying Li, Joey Fulai)	Kyoto
13	23 (Thu)	DBS	Research Day : Individual supervision (Hamad Al-Nesef, Charlie Chen, Thao Dang)	Research Day; Individual supervision (Ray Wang, Ying Li, Joey Fulai)	Kyoto

Lectures are on following companies and one academic lecture on responsible leadership by Sue Bruning

Konika (Manufacturing)
DAKS (Fashion)
Kyocera (Manufacturing)
Omron (Manufacturing by handicapped workers)
Ippodo (Japanese tea retailing)
Ashisuto(IT soft service) Bill Totten
Toyota or Daihatsu (Car manufacturing)
Ganko Foods (restaurants)
Toray (Manufacturing)
Green Power Investment (Wind power)
Ralf Bebenroth (Academic lecture)
Yasuo Nishiguchi (former CEO, Kyocera)
Stuart Ayere (Consultant/interpreter for Toyota)

Company visits

Plant visits (manufacturing, foods)
Ganko Foods (Restaurant)
Toyota (Plant)
Kyocera (Head office)
OMRON (Taiyono ie)
Suntory Whisky Plant
Ippo-do (tea retailer/tea house)

Costs

There will be some costs for transportation to visit companies but as GAP-Japan is operated in Kyoto there will be in principle no substantial cost.

Assessment

Individual presentation (15%), participation (critical questions) in lectures (15%) and individual essay (70%)

Topic: Corporate responses to globalization: strategy, marketing, HRM and product development

What are the global strategies of the companies in the Kansai region. Examine how successful they are. What implications does globalization have for these companies? Investigate impacts and their responses in the areas of corporate strategy, marketing, HRM, and product development.

Essay: 3000-4000 words

Closing date: June 30, 2011

Participating Students:

Hamad AL-Nesef (Qatar)

Charlie Chen (Taiwan)

Thao Dang (Vietnam)

Ying Li (China)

Ray Wang (Taiwan)

Joey Fulai (China)

Key References for this module (students are required to read the following three papers prior to their participation)

1. G. Redding & Michael Witt (2009) Culture, meaning and institutions: Executive rationale in Germany and Japan, *JIBS*, 40, 859-885
2. Harukiyo Hasegawa (2000) Global acquisition and knowledge transfer: a case study of company D, *International Business Review*, 9/5, pp. 523-668.
3. N. S. Bruning, Ralf Bebenroth and Werner Pascha (2011) Valuing Japan-based German expatriate and local manager's functions; do subsidiary age and managerial perspectives matter?, *IJHRM*, 22: 4, 778-806.