

**Global Strategic Management Seminar
Dr. Takamasa Fukuoka**



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1. ENTRY QUALIFICATIONS

- 3rd year students in 2017 (2nd year students in 2016) *1

*1 About 7 students

2. SEMINAR TERM

- Two-Year Seminar (3rd year and 4th year)

3. TOPIC / THEME

As described in the seminar title, you will mainly learn Global Strategic Management. Global Strategic Management includes many different academic aspects. In this seminar, we would like to focus on “Global Business Strategy”, including the following fields: Business Model, Intercultural Communication, Brand Management, Advertisement, PR, Decision Making, and Organization.

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4. LEARNING METHODS AND GOALS

- Theoretical study and case study
 - Find new universal laws for Global Strategic Management
 - Gain academic knowledge of international / global business
- Visiting companies and local areas, joint research and collaboration with companies and local governments (product development, focus group, etc.) , and on-site survey (questionnaire, interview, etc.)
 - Learn “practical wisdom” by pursuing the reality
- Approach from a manager’s perspective
 - Gain the ability to see the entire picture and a wide variety of perspectives with strategic thinking
- Presentation and discussion based on “Facts and Data” and “Experience”
 - Learn logical / critical thinking and effective presentation skills
- Participation in business contests
 - Develop and enhance strategic business planning skills

5. IDEAL CANDIDATE *2

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*2 My seminar might be helpful for students who are thinking of going to business school in the future because we sometimes use case methods currently being used by the MBA program in Western countries. However, I am strongly opposed to the idea that you go on to a business school right after graduating from GIS for the reason that a business school is designed for people who have been working for several years, and is supposed to train your managerial skills. Even if you were allowed to enroll in the program, your learning would be superficial and you would bring nothing to the class, while other students share their business experiences with participants.

6. SEMINAR'S PRINCIPLES

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7. GRADING CRITERIA

- Attendance
- Participation (reading / presentation / discussion)
- Final Research Paper

8. APPLICATION and SELECTION PROCESS

- Submit Application
Submit "Statement of Purpose" (300 words) by 11:30 on October 28 both to my e-mail address at [REDACTED] (soft copy) and to the GIS office (hard copy)
- Selection *3 *4
Interview Date: October 31 ~ November 11
Interview Venue: [REDACTED]
*3 Make sure to bring and submit a copy of your grade transcript (Academic performance will be considered).
*4 You will be informed of the exact interview date and time later by email.
- Questions
If you have any questions, feel free to contact me at the email address stated above.

9. SEMINAR VISIT

You are welcome to visit us on October 7 or October 14. (3rd period only) Please email me beforehand so that I can prepare materials for you.

10. MESSAGE

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