

FUKUOKA Seminar (ZEMI) -Global Strategic Management-

Dr. Takamasa FUKUOKA



Scan QR code above
(<https://gisfukuoka.wordpress.com/>)

1. ENTRY QUALIFICATIONS

- 3rd year students in 2019 (2nd year students in 2018) *1

*1 About 10 students

2. SEMINAR TERM

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

3. TOPIC / THEME

As clear from the seminar title, you will predominantly learn about Global Strategic Management. Global Strategic Management includes many different academic aspects. In this seminar, we aim to focus on “Global Business Strategy”, drawing from the following fields: Business Model, Intercultural Communication, Brand Management, Advertisement, PR, Decision Making, and Organization. (see QR code below)











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 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

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 the business school right after graduating from GIS for the reason that the 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.

5. GRADING CRITERIA

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

6. TOPIC / THEME 	7. SEMINAR'S PRINCIPLES 	8. RULES 
9. ROUGH ANNUAL SCHEDULE 	10. CAREER 	11. MEMBER VOICES 
12. IDEAL CANDIDATE and MESSAGE from Dr. Fukuoka 	13. MCJ (the first prize and the second prize at MCJ 2017) 	14. Study SAPURI (SHINRO) 
15. Global Career Forum 	6. https://gisfukuoka.wordpress.com/academicfields/ 7. https://gisfukuoka.wordpress.com/principles/ 8. https://gisfukuoka.wordpress.com/rules/ 9. https://gisfukuoka.wordpress.com/rough-annual-schedule/ 10. https://gisfukuoka.wordpress.com/careers/ 11. https://gisfukuoka.wordpress.com/voices/ 12. https://gisfukuoka.wordpress.com/message-to-would-be-members/ 13. http://gis.hosei.ac.jp/cms/?p=938 14. http://shingakunet.com/school/9001191163/9001269955/add/hosei_3.html 15. https://gisfukuoka.files.wordpress.com/2018/06/seminar-event-leaflet-8-5.pdf	

16. APPLICATION and SELECTION PROCESS

- Submit Application
Submit "Statement of Purpose" (300 words) by 17:00 on November 5 both to my e-mail address at and GIS office ()
- Selection *2 *3
Interview Date: November 7~November 30
Interview Venue:
*2 Make sure to bring and submit a copy of your grade transcript (Academic performance will be considered).
*3 The exact interview date and time will be informed later by email.
- Questions
If you have any questions, feel free to contact me on the email address stated above.

17. SEMINAR VISIT

You are welcome to visit us on October 12 (3rd period) or October 19 (3rd period). Please email me beforehand so that I can prepare materials for you.