

《単位互換提供科目詳細（シラバス）》

* 科目 No. 1801

科目概要記入欄

1. 開設大学	広島修道大学 商学部		開催方法		<input checked="" type="checkbox"/> 対面（ 本学 ） <input type="checkbox"/> オンライン（同時・録画・資料提示） <input type="checkbox"/> その他（ ）	
	2. 正式科目名 副題	国際ビジネスコミュニケーションⅣ			配当年次	3・4
	学問分野	番号	12	名称	外国語学・言語学	
					受入学年	3・4
3. 担当教員名	ROUAULT, Gregory T.					
4. 単位数	2単位	5. 開講学期	後期			
6. 開講期間 曜日・時間	2026年9月15日（火）～ 2027年1月19日（火） 火曜日 10:45～12:15					
7. 基礎知識の有無	<input checked="" type="checkbox"/> 「基礎知識を必要とする科目」（Intermediate English, CEFR B1, TOEIC 500+） <input type="checkbox"/> 「基礎知識を必要としない科目」					
8. 募集人数	10人	9. 選考方法	抽選			
10. 科目内容・ 授業計画	<p>The purpose of this course is to introduce the principles of communication in business across cultures with the aim of developing an international style of communication that can be applied in external communications for negotiations and in internal communications during meetings for discussion, strategic decision making, and problem solving based on case studies.</p> <p>第1回 Overview, Ch1R2 Changing the workplace - Task: Ch1R1 Making time for creativity 第2回 Ch1R4 Promoting the workforce - Task: Ch1R3 Managing telecommuting & working at home 第3回 Ch1R5 Driving the economy - Ch1 Mini-project: Designing ideal office space [ISSP Intro] 第4回 Ch2R6/7 Creating & recharging products - Task: Ch2R6/7 Brainstorming new product uses 第5回 Ch2R9 Delivering to target markets - Task: Ch2R8 Researching the unsuccessful & unusual 第6回 Ch2R10 Thinking outside the box - Ch2 Mini-project: Launching an innovative product 第7回 Ch4R17 Adapting to international markets - Case study project (Gender bias awareness) 第8回 Ch4R18 Dealing with branding success/failure - Case study project (Marketing research) 第9回 Ch6R28 Communicating self-produced content - Case study project (Profiling consumers) 第10回 Ch3R11/12 Hitting & missing the mark - Task: Ch3R11/12 Analyzing business models 第11回 Ch3R13 Marketing convenient services - Business report: Ch3R14 Intro to SWOT analysis 第12回 Ch3R15 Changing the playing field - Business report: Ch3R14 Conducting a SWOT Analysis 第13回 Ch521/22 Assessing the competition & market rivals - Task: Developing an ad campaign 第14回 Ch5R24 Localizing marketing strategies - Case study project (Presentation) 第15回 Ch5R25 Raising social issues - Task: Ch5R23 Placing products & media tie ins</p> <p>Students are expected to (a) attend class regularly, (b) complete homework individually out of class, (c) conduct business information research & analysis to prepare for class discussions and presentations on case study tasks, and (d) complete projects & independent study in this course which has no exams. Six themes covered include innovation in: human resource management, product research & development, strategy & planning, market research & analysis, advertising & brand building, and attracting & retaining a talented workforce.</p>					
11. 試験・評価方法	Grade evaluations will be based on: active participation & weekly H/W & prep 15%, unit tasks & mini-projects 30%, case study project research & a presentation 25%, a business report 10%, and an independent self-study project [ISSP] 20%					
12. 別途負担費用	Case studies in business innovation: Readings for discussion (3,410 yen) M. Benevides, C. Valvona, & M. Firth, Atama-ii Books, 2024. ISBN:9781941140505					
13. その他特記事項	Please participate actively in this English course to develop the knowledge, skills, & attitude (KSA) for cross-cultural communications, with H/W in Google Classroom.					
14. 社会人受講	科目等履修生（単位付与）として受け入れ				可	
	聴講生（単位認定不要）として受け入れ				否	