
CLASS SCHEDULE
(subject to change)
TUESDAYS and THURSDAYS, 4:30 – 5:50 pm
Building 200, Room 013

Week 1
Jan. 5, 7  Key socio-cultural bases of business in Japan
Course organization & goals. Survey of students’ interests, knowledge of Japan. Modern Japan: demographics, current state of the economy, etc. The dangers inherent in this kind of course. Group and hierarchy, uchi-soto distinctions in omote-ura settings, sempai-kohai relationships, “harmony.”

Immediate readings this week (for discussion by 1/07)
- Vogel, Japan Remodeled, Chapter 7 “Japan’s new model” (I recommend you read this chapter before reading other chapters of the Vogel book.)

Readings this week (to prepare for Week 2)
- Vogel: Chapter 2 “The crisis of Japanese capitalism”
- Vogel: Chapter 3 “Policy reform Japan style”
- Gercik: “Mr. Moto,” “Allen,” “Ann,” “Peter” case studies

Week 2
Jan. 12  Social group concepts applied to Japanese industry
Group concepts as applied to the structure of Japanese industries and firms: “keiretsu” business groups, “mobile” and “immobile” (lifetime) career patterns, social and corporate hierarchies and job titles within the firm.
Jan. 14  Discussion of case studies so far. Practicum on business card exchange.

Readings (to prepare for Week 3):
- Vogel, Chapter 4 “The varieties of reform”
- Gercik: “Jose” and “Fred” case studies

Distribute HOMEWORK ASSIGNMENT 1 on 1/12, due in class 1/28
Week 3  
Jan. 19  

Jan. 21  
Impact of reforms; patterns of entrepreneurship in Japan

Readings (to prepare for Week 4):
- Vogel, Chapter 5 “Corporate restructuring, Japanese style”
- “Holding back half the nation: Japanese women and work.” The Economist. Course Reader
Review previous readings and prepare Assignment 1

Week 4  
Jan. 26  
Guest panel: Japanese women in Business  
Panelists to be announced

Jan. 28  
Identifying Japanese market opportunities  
Sources of info for Japanese market and business information. How to do market research to evaluate the potential of an idea in the Japan market. Wrap-up of first half of course.

ASSIGNMENT 1 DUE IN CLASS, THURSDAY 1/28
Readings (to prepare for Week 5):
- Gercik: “Roy,” “Alex”
- Hit the library / use online sources to gain information about Japanese markets, so as to identify business opportunities for (U.S.) firms

MARKET RESEARCH ASSIGNMENT distributed 1/28 – due 2/04  
This assignment is required but is graded satisfactory / no credit only. Detailed instructions will be distributed, but this assignment is to prepare a written market research report that evaluates the opportunities in Japan for a specific U.S. company. The report will require extensive use of the Stanford library and online information. Details and instructions will be discussed in class.

Week 5  
Feb. 2, 4  
Negotiations with another organization (I); in-class discussion about market research & class project  
Flow and pacing of business discussions from initial contact to contract signing. Preparatory work before first meeting. Typical team membership and roles. Business meetings and less formal venues for communication. Negotiation strategies and management of information flow.

In class 2/04, class discussion of business opportunities in Japan; identification / discussion of possible U.S. companies to “take to” Japan. Approaches to doing business in a foreign market.

MARKET RESEARCH ASSIGNMENT DUE IN CLASS THURSDAY (2/04)
Readings (to prepare for Week 6):
- Gercik: “Jean” and TBA
- Students will also be busy researching and writing up the Market Research Assignment
Week 6
Feb. 9, 11 Negotiations with another organization (II); the social side of business
Reading signals from the other side. Dealing with an impasse. Finding and using a go-between.
Managing the language barrier and interpreters. Maintaining long-term personal business contacts. Gift-giving, entertainment, and keeping in touch.

Tuesday 2/09: Decide which companies will be available for class project teams.
Thursday, 2/11: Distribute company and teammate preference form
(due via email to Dasher by Monday 2/15).

HOMEWORK ASSIGNMENT 2 distributed in class 2/11; due in class Thurs 2/25
Readings (for discussion in Week 7)
- Readings on gender & race issues TBD may be distributed

Week 7
Feb. 16 Market research discussion and class project team formation
Announce company teams for in-class projects; class time for team meetings
Feb. 18 Starting and growing a business in Japan and the U.S.
About 12 students from Tokyo Institute of Technology will join class on 2/18. We will also discuss our company ideas to take to Japan & see Japanese responses. On 2/18 please stay for a RECEPTION (pizzas and sodas) to network with TiTech students after class.

Readings (for discussion in week 8)

Week 8
Feb. 23, 25 Teams for innovation and problem-solving in Japanese companies
The use of teams to get around organizational barriers. Innovation systems and Japan’s infrastructure and dynamics for high-technology business. Some use of class time for project team meetings, dry-runs.

2/25: HOMEWORK ASSIGNMENT 2 DUE in class

Week 9
Mar. 1 Special Class: Exchange session with students from Japanese universities.
LOCATION: Auditorium, Paul G. Allen Building, followed by break-out sessions in conference rooms in the Allen Building. After a brief plenary session, we divide into small groups for informal discussion of business ideas presented by students at Japanese universities who are studying entrepreneurship. Discuss your project team ideas with them, too. Followed by pizza and sodas at the Allen Patio until about 6:30 pm.

Mar. 3 In-class presentations by project teams to panel of Japanese business people
We will do this in our regular classroom.
Readings (for discussion in Week 10)
  • Kopp, “Strategies for coping with the karate-teacher manager,” (Course Reader)
  • Work on final book report

Week 10
Mar. 8       JBCS Alumni Panel
             Using JBCS; working in Japan

Mar. 10      Culture shock / where to go from here
             Review of class content; where to go from here

Readings
  Work on final book report

Students complete JBCS Final Report in lieu of final exam.

The Final Report involves discussing how the content of the JBCS course applies to a recent book about some aspect of Japanese business (five pages, double-spaced). Detailed instructions will be distributed in class. What topics covered in class does the book you have selected address (and not address)? How does the book agree or disagree with topics that were covered in class? Does the book provide different explanations for the same phenomena? Etc. A bibliography of possible books will be distributed. Students are primarily graded on how well they show they have understood and synthesized the content of the Japanese Business Systems class, although they must show that they have understood the book, too. Detailed instructions and a bibliography of possible books will be provided in class.

Final Reports are due by the scheduled exam time of the class (Wednesday, March 18, 2015, 3:15 pm – see Time Schedule). Email to Prof. Dasher <rdasher@stanford.edu> (preferred) or hard copy submission to his office: Paul G Allen Building, Room 318X; 420 Via Palou Mall, Stanford, CA 94305 – 4070

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