Syllabus EALC 413: Business Japanese Maymester 2018

Classroom & Hours:
- May 14 – May 24: Classroom: THH 207 M,T,W,Th,F 10:00 – 1:00
- May 28 - Jun 11: Hyogo, Japan

Instructor:
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Office Hours: M-Th 2:00-3:00
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Course Description and Objectives:
This course offers students proficient at an intermediate to advanced level Japanese an opportunity to develop their skills as they interact with Japanese businesses. The companies we visit are chosen from various fields from traditional to high-tech and globally positioned. The course is also designed to foster the skills and the knowledge of effective cross-cultural and interpersonal communication in Japanese through the class activities centered around the key expressions and vocabulary used in today’s business.

The course spends the first two weeks at USC campus to develop language skills, to learn Japanese business customs, and to research individual business. The class moves to Hyogo, Japan for the second half of the course. The activities in Hyogo include (1) visits to the companies in Osaka and Kobe, (2) collaboration sessions with the students of Kobe University and Oxford University, (3) meeting with young business professionals of Osaka Roteract Club, and (4) panel session to hear the non-Japanese people’s work experience in Japan.

Course Objectives:
1) develop basic business communication skills on all four aspects of speaking, listening, reading, and writing
2) acquire non-verbal communication skills including exchanging business cards, bowing, etc.
3) obtain the research skills to gather the information on Japanese business,
4) brush up discussion skills to exchange one’s idea with Japanese college students
5) acquire the realistic knowledge about Japanese society and companies in order to plan one’s career path related to Japanese language and culture.

Course Materials:
- Excerpts from various textbooks including:
  - 『ビジネス日本語』 Japanese Language for Business (凡人社)
  - 『生の日本語を聴き取ろう！』 Live from Tokyo – Listen to Real Japanese! (The Japan Times)
Companies we visit:

1. **Kobe Shimbun Co., Ltd.** 株式会社 神戸新聞社
   - [https://www.kobe-np.co.jp/](https://www.kobe-np.co.jp/)
   - Kobe Shimbun is a daily newspaper publisher based in Kobe, Japan established in 1989.

2. **Kiku-Masamune Sake Brewing Co., Ltd.** 菊正宗酒造 株式会社
   - Kiku-Masumune Sake is a traditional yet globally positioned Japanese Sake brewing company established in 1659 in Kobe, Japan.

3. **Hanshin Tigers Baseball Club, Ltd.** 株式会社 阪神タイガース
   - [http://hanshintigers.jp/](http://hanshintigers.jp/)
   - The Hanshin Tigers is a Nippon Professional Baseball team playing in the Central League. They played their first season in 1936 as the Osaka Tigers and assumed their current team name in 1961.

4. **Asahi Television Broadcasting Corporation** 朝日放送テレビ 株式会社
   - [https://www.asahi.co.jp/](https://www.asahi.co.jp/)
   - Asahi Television Broadcasting Corporation (aka ABC) is a TV broadcasting station based in Osaka. They started TV broadcasting in 1956.

5. **Mizuno Corporation** 美津濃 株式会社
   - [http://corp.mizuno.com/jp/](http://corp.mizuno.com/jp/)
   - Mizuno is a Japanese sports equipment and sportswear company, founded in Osaka in 1906. Today, Mizuno is a global corporation which makes a wide variety of sports equipment and sportswear.

6. **Elecom Co., Ltd.** エレコム 株式会社
   - [http://www.elecom.co.jp/global/](http://www.elecom.co.jp/global/)
   - Elecom is one of the Japan’s top makers of PC/digital electronic consumer products with overseas operations in Asian countries.

**Lodging at Hyogo:**

- **Hotel Hewitt Koshien** ホテルヒューイット甲子園

**Prerequisite:** Japanese IV (EALC 222) by the end of Spring 2017, or equivalent
Grading Policy:
1. Class Participation: 15%
2. Short presentations: 10%
3. Kanji/vocab. quizzes: 15%
4. Case Study Project: 20%
5. Individual Project: 30%
6. Blog posting: 10%
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Total 100

Grading Criteria

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Course Components

1. クラス参加 Class Participation 15%
   Students are required to do preparation before coming to class and attend all class meetings. In class, they are required to actively participate in the discussion and activities. At each class, a student can earn up to 5 points depending on his/her performance, preparation, and participation. All scheduled field trips also count towards your class participation grade.

2. ミニ発表 Short presentations 10%
   Each student presents twice to class. The first one is an individual presentation on the place(s) s/he wants to visit while our stay in Japan (during class at USC). For the second one, two students work together to do some research on the organizations we collaborate with in Japan (during class at Kobe University).

3. 漢字・単語テスト Kanji/vocabulary Quizzes 15%
   There will be a Kanji and vocabulary Quiz on the first session every day while we are at USC campus.

4. ケーススタディプロジェクト Case Study Project 20%
   The task of conducting a case study on a company we visit in Japan will be assigned to a group of two or three students. Each group conducts a research and prepares the presentation in Japanese. Each student conducts two case studies. The final presentation will be presented to class before the company visit. During the visit, the group introduces the class to the representatives of the company in Japanese. The group writes up an essay to summarize the visit, and send a thank you note (email message) to the company.

5. 個人プロジェクト Individual Project 30%
   Individual project is an opportunity for each student to explore her/his own Japanese business interest. Each student has to submit project plans during the first week of the course and provide progress report during the third week. Each student will have two consulting sessions with the instructor on (1) deciding the goal and plans and (2) progress and/or problems. The process and
achievement of individual project must be presented in class on Friday, June 8th.

6. コースブログ  Blog posting  10%
Each student posts blog at least twice on course blog website during our stay in Japan. The posting topics will be assigned in class.

Academic Conduct
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity http://equity.usc.edu or to the Department of Public Safety http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage http://sarc.usc.edu describes reporting options and other resources.

Support Systems
A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

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