Syllabus  EALC 413: Business Japanese  Maymester 2019

Classroom & Hours:
May 13 – May 23  Classroom: VKC 108  M,T,W,Th  10:00 – 12:50
May 25 - Jun 9  Tokyo and Hyogo, Japan

Instructor:
Yuka Kumagai  Office Hours:  M-Th 2:00-3:00
Office:  THH 340
Phone:  (213) 740-5101
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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 Tokyo and Hyogo, Japan for the second half of the course. The activities in Japan include (1) visits to the companies in Tokyo, Osaka, and Kobe, (2) collaboration sessions with the students of Bunkyo University and Kobe University, (3) lecture on business customary of Japan and U.S., (4) meeting with young business professionals of Osaka Roteract Club.

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)
  • 『中級の日本語』 An Integrated approach to Intermediate Japanese (The Japan Times)
  • 『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. **H.I.S. Hotel Holdings Co., Ltd.**
   - [https://www.hishotelgroup.com/](https://www.hishotelgroup.com/)
   - H.I.S. Hotel Holdings operates hotels all over Japan. The company is under H.I.S. Travel Agency group. H.I.S. was established in Tokyo in 1990.

2. **Kiku-Masamune Sake Brewing Co., Ltd.**
   - Kiku-Masmune Sake is a traditional yet globally positioned Japanese Sake brewing company established in 1659 in Kobe, Japan.

3. **Hanshin Tigers Baseball Club, Ltd.**
   - [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. **Mori Kosan Co., Ltd.**
   - [http://www.morikosan.co.jp/](http://www.morikosan.co.jp/)
   - Mori Kosan is a multi-faceted company who offers human resource development seminars, international student support, management and communication seminars, and who has creative section for character designs, movies, and web sites.

5. **Mizuno Corporation**
   - [http://corp.mizuno.com/jp/](http://corp.mizuno.com/jp/)
   - Mizuno was founded in Osaka in 1906. It has become a global corporation and provides a wide variety of sports equipment and sportswear.

6. **Elecom Co., Ltd.**
   - [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 in Tokyo:**

* Henna Hotel Hamamatsucho
  - [https://www.hennahotel.com](https://www.hennahotel.com)

**Lodging in Hyogo:**

* Hotel Hewitt Koshien
  - [https://www.hotel-hewitt.com/](https://www.hotel-hewitt.com/)
Prerequisite: Japanese IV (EALC 222) by the end of Spring 2019, or equivalent

Grading Policy:
1. Class Participation: 15%
2. Short presentation: 5%
3. Kanji/vocab. quizzes: 20%
4. Case Study Project: 25%
5. Individual Project: 35%

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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 presentation 5%
   During the first two weeks at USC, each student presents the place(s) s/he wants to visit while our stay in Japan. The presentation should include the place(s), how to get there, how much would it cost, and what you can do there.

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.

4. ケーススタディプロジェクト Case Study Projects 25%
   Two group tasks (two students) per student will be assigned. The task is to conduct a case study on a company or an organization we visit in Japan. Each group conducts a research and prepares the presentation in Japanese. The case study 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 post it on the class blog (https://mm19bj.blogspot.com/), and send a thank you note (email message) to the company.
5. 個人プロジェクト  Individual Project  35%
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 on Friday, June 7th.

Follow Japanese Language Program on Facebook!
https://www.facebook.com/uscjlp?ref=bookmarks

Statement on Academic Conduct and Support Systems

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu
Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support
Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
studentaffairs.usc.edu/ssa
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.