E-Track Business Economics and Digital Business & Innovation Major Courses Targets and Learning Outcomes (TLO)

Course Title	Course Level	Course Format	Credits	1. Course Purpose — What is the purpose of the course and what will students learn/understand from the course?	2. Course Objectives — What are the course objectives and learning outcomes students are expected to achieve?	(a) Knowledge & Understanding — Comprehensive knowledge and understanding, basic study skills and education	(b) Critical Thinking — The ability to think critically, analyze, and make judgments when facing and solving problems	(C) Interest & Motivation — Development of fundamental abilities, and furtherance of interest and motivation in relation to societal issues	(d) Attitude & Discipline — Initiative, proactivity, a strong will to accomplish goals, and self-discipline	(e) Communication Skills — Social abilities: communication skills, the ability to collaborate with others through teamwork	(f) Expertise, practical skills, and ability to apply acquired knowledge — Expertise, practical skills, and ability to apply acquired knowledge which are required to play an important role in international society
Business Communications and Productivity	200	Lecture	4	To understand the use of diverse IT technologies not only for business communications, but also for marketing products and services.	To be able to engage in various best practices in email marketing, blogging and video production by making use of different tools for effective business communications.	○		○		◎	◎
Foundations of Python	200	Lecture	4	to understand programming in general and Python language as well as data structure and object oriented programming.	to be able to understand basic concepts of procedural programming and object oriented programming as well as algorithm designs and data structures. To be able to develop algorithms and implement their algorithms in object oriented way.	◎	◎		○	○	◎
Introduction to Computer Networking	200	Lecture	4	To understand the basic concepts of computer networks, their technologies, and the historical transformation of communications.	To be able to develop computer network and communication security based on diverse techniques.	○		○		◎	◎
Macroeconomics	200	Lecture	4	To understand open-economy macroeconomics, and use tools and principles of macroeconomic analysis.	To be able to analyze such macroeconomic phenomena as economic growth, recessions, unemployment, inflation, deflation, fiscal and monetary policy, and so on.	◎	◎	○	○	○	◎
Mathematics for Business and Economics I	200	Lecture	4	To understand an application of finite mathematics to economics and business.	To be able to use functions, graphs, systems of linear and non-linear equations, differentiation, integration, matrices, and different equations.	○		○	○		◎
Microeconomics	200	Lecture	4	To understand how to apply the theoretical tools to understand microeconomic phenomena.	To be able to apply the fundamental concepts of microeconomics, such as consumer theory, producer theory, supply and demand, market structures, and welfare economics, to understand economic issues.	◎	◎	○	○	○	◎
Principles of Marketing	200	Lecture	4	To understand the basic principles of marketing, including: segmentation, targeting, positioning, and the marketing mix (product, price, place, and promotion).	To be able to analyze real-world marketing examples by using knowledge of analytical methods and tools for marketing.	◎	◎	○	○	○	◎
Statistics II	200	Lecture	4	To understand the use of the simple and multiple regression for predicting the value or the price, time series analysis, and Lasso-Ridge Regression.	To be able to analyze data on real business situations, and learn from examples, case studies, and issues.	○		○	○		◎
AI & Machine Learning for Decision Making	300	Lecture	4	To understand the use of artificial intelligence (AI) and machine learning (ML) techniques in decision-making processes.	To be able to use AI and ML techniques for diagnostic purposes in decision-making processes.	◎	◎	○	○	○	◎

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Blockchain & Business Applications	300	Lecture	4	To understand the basics and applications of Blockchain technology, including its protocols, anonymity, and security issue, with its underling legal, political and social aspects.	To be able to learn the details of Blockchain technology and its existing applications such as Bitcoin, Ethereucm, etc. and to develop its applications.	○		○		○	◎
Consumer Behavior	300	Lecture	4	To apply the basic principles of marketing to examine consumers, consumer culture, and consumer behavior from a globalized marketplace perspective.	To be able to understand consumers, consumer culture, and consumer behavior, and to analyze real-world consumer behavior.	◎	◎	○	○	○	◎
Corporate Finance	300	Lecture	4	To understand the modern finance theory and its application to real-world financial management issues.	To be able to understand finance and accounting fundamentals, analyze financial statements, exercise capital budgeting techniques, and analyze capital structure and dividends policy.	○	◎	○	○	○	◎
Corporate Strategy	300	Lecture	4	To understand the perspectives and skills required to diagnose and develop realistic solutions for critical problems in complex business situations.	To be able to analyze an organization's environment, determine strategic approach and capabilities for execution, and communicate the thinking in the context of global market.	◎	◎	○	○	◎	◎
Creative Thinking for AI & IoT Innovations	300	Lecture	4	To understand the importance of thinking and creativity to make machines intelligent, by focusing on such concepts as meta-reasoning and meta-thinking.	To be able to solve problems by using AI and IoT, understanding the fundamentals of creativity, thinking patterns and psychology, and analyzing their relations to AI and IoT. Learning different concepts about thinking and associating it to solve problems using AI and IoT.	◎	◎	○	○	◎	◎
Database and Big Data	300	Lecture	4	To understand the principles of a distributed system, which forms a database, data pipelines and business practices, involving software systems based on models for handling big data.	To be able to understand big data, the stages of the data processing pipeline, and the design of database and its components. To learn how big data provides business opportunities as well as to develop a plan to store big data into databases.	○		○		○	◎
Development Economics	300	Lecture	4	To understand the nature of development in Asia and Pacific based on development theories, focusing on poverty and inequality and development policies, using computer analysis.	To be able to analyze development policies and programs and assess proposed development investments using practical skills and tools.	◎	◎	○	○	○	◎
Digital Banking and Fintech	300	Lecture	4	To understand elements of digital banking, such as mobile and internet banking, branchless banking, POS, etc. and also AI, Deep Learning and Blockchain technologies in FinTech.	To be able to improve tools, approaches and platforms of Digital Banking, by understanding technological, social and legal backgrounds of Digital Banking and FinTech. To be able to understand how FinTech emerges through technological advances. To be able to understand blockchains, Bitcoin and Ethereum in Fintech as well as the role of AI and Deep Learning in FinTech.	○		○		○	◎

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Digital Business Strategies	300	Lecture	4	To understand new information and communication technologies, such as internet, smart phones, business intelligence, Big Data and AI, and then try to create new digital businesses.	To be able to "think digitally" and "strategically" on how to create Digital Businesses, especially by using "new strategic methods."	◎	◎	○	○	○	◎
Digital Marketing	300	Lecture	4	To understand diverse tools for digital marketing, such as website structure, HTML tags, Search Engine Optimization, marketing metrics for performance measurement, etc.	To be able to provide sound suggestions and strategies to achieve marketing objectives by developing metrics for evaluating digital marketing campaigns.	○	○	○		◎	◎
E-business & Payment Systems	300	Lecture	4	To understand the concept and elements of e-business and electronic payment systems and to engage in the analysis of particular e-businesses.	To be able to familiarize students with the concept of e-business and their diverse forms, including payment systems and technologies.	○		○		○	◎
Econometrics	300	Lecture	4	To understand applied econometric methods, such as randomized controlled trails, regression and matching, etc., necessary for executing empirical projects in economics.	To be able to handle data, use statistical programs with the tools of probability, and understand models and methods in econometrics.	○		○	○		◎
Entrepreneurial Strategies	300	Lecture	4	To understand entrepreneurial strategies in accelerating businesses of e-commerce and digital marketing and strategies for brand image, supplier relations, business model, etc.	To be able to handle diverse strategic issues in accelerating businesses, such as business digital identity, targeted markets, supply chain, business model, social media platforms, etc.	◎	◎	○	○	○	◎
Finance	300	Lecture	4	To understand the financial theory, including such topics as risk, diversification, behavioral finance, innovation, debt, stocks, futures, options, asset pricing models, etc.	To be able to familiarize students with concepts and knowledge which any finance practitioner should have.	◎	◎	○	○	○	◎
Financial Accounting	300	Lecture	4	To understand the accounting fundamentals governing the preparation of financial statements, also covering such topics as cash flow and financial statement analysis.	To be able to analyze transactions and financial statements, know the accounting cycle, and actually prepare financial statements.	○	○	○	○	○	◎
Game Theory	300	Lecture	4	To be able to analyze strategic interactions with highly sophisticated mathematics, which is applicable in business and economics, political science, and biology.	To be able to analyze various strategic interactions with the mathematical model, payoff matrix and game tree.	◎	◎	○	○	○	◎
Human Resources Management	300	Lecture	4	To understand the theories of human resource management (HRM), to learn policies, practices and roles of HRM in diverse company settings, and to analyze company cases.	To be able to acquire the analytical skills required to design future-looking HRM policies and practices by learning theories, and analyzing and assessing HRM practices.	◎	◎	○	○	○	◎
Industrial Organization	300	Lecture	4	To understand the fundamental concepts of industrial organization, such as market structures, information and advertising, market clearing, government policies, and so on.	To be able to apply the theoretical tools to applied economic research in the field of Industrial Organization.	◎	◎	○	○	○	◎

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International Business	300	Lecture	4	To understand the complexity of international business as a mixture of a wide range of management practices and responses to diverse changing economic conditions.	To be able to make proper judgement by knowing internationally viable management practices and understanding diverse economic factors influential to conducting businesses.	◎	○	○	○	○	◎
International Economics	300	Lecture	4	To understand overall aspects of international economics, basically covering theories, policies and issues related to International Trade and International Finance.	To be able to critically assess various issues and policies in international trade and finance, the latter based on the understanding of open-economy macroeconomics.	◎	◎	○	○	○	◎
International Environmental Policy	300	Lecture	4	To understand the current state of scientific understanding on the selected transnational environmental problems. Insights from economics, political science, international law, etc. will be used.	To be able to analyze transnational environmental challenges facing the globe and their barriers to international collective action for environmental sustainability.	◎	◎	○	○	○	◎
Introduction to AI & Intelligent Product Development	300	Lecture	4	To understand the Artificial Intelligence (AI) and Intelligent Product Development (IPD)using Internet of Things (IoT), and to engage in innovations based on AI in IPD.	To be able to conceptualize intelligent product development based on AI, using natural language, image, and speech processing, robotics, and genetic algorithms.	◎	◎	○	○	○	◎
Introduction to R Programming & Business Analytics	300	Lecture	4	To develop programming skill on R used for business and statistics analysis, covering the programming basics, statistical analysis of data, and visualization of the result by graphs.	To be able to master the use of the R interactive environment and apply the programming to statistics and business.	○		○		○	◎
Labor Economics	300	Lecture	4	to understand how to apply economic theories to the behavior of, and relationship between, employers and employees.	To be able to understand the increasing importance of human capital, understand wage determination within the firm, analyze the supply and demand of labor, and analyze measured and unmeasured sources of earnings differences	○	◎	◎		○	◎
Marketing Strategy	300	Lecture	4	To apply the basic principles of marketing earlier learned to current strategic issues.	To be able to effectively apply marketing knowledge to such strategies issues as market competition, branding, service marketing, global marketing, and social media marketing.	◎	◎	○	○	○	◎
Mathematics for Business and Economics II	300	Lecture	4	To understand the theoretical concepts of mathematics and their applications to economics and finance, indispensable for advanced studies.	To be able to judge when and how linear algebra and advanced level of mathematics will be effectively used.	○		○	○		◎
Mining Unstructured Data: A Big Data Perspective	300	Lecture	4	To understand the data mining techniques of massive unstructured data, such as text, pictures, etc., into analytical contexts usable for social and business purposes.	To be able to use a variety of text mining algorithms to automatically extract concepts for analysis and classification, and to implement simple data mining applications.	◎	◎	○	○	○	◎
Mobile Technologies, IoT, & Business Apps	300	Lecture	4	To understand the Internet of Things (IoT), mobile technology, and their applications to create or add the value in various sectors, such as home, retail, factories, and cities, etc.	To be able to conceptualize the possible applications of IoT and mobile technologies for business.	○		○		○	◎

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Operations and Service Management	300	Lecture	4	To understand the concepts of Operations and Service Management and also data-driven decision-making tools and methods used by the business sector.	To be able to manage organizations in manufacturing and service sectors and to use analytic in consulting firms by using data-driven decision-making methods and tools.	◎	◎	○	○	○	◎
Organizational Behavior	300	Lecture	4	To understand the foundation and applications of organizational behavior, covering micro perspectives (perception, personality, motivation, etc.), the dynamics (group, conflict, stress, etc.), and organizational culture.	To be able to apply learned knowledge to enhance capabilities to manage issues related to organizational behavior, covering individual, group, and organizational levels.	◎	◎	○	○	◎	◎
Service Management and Strategy	300	Lecture	4	To understand the basic framework of service design that realizes the fit between target customer segment, service concept and service delivery process.	To be able to analyze the existing service systems and service strategy and think about how the emerging digital technologies affect the service design.	○	◎	○		◎	◎
Social Media and Business	300	Lecture	4	To understand the mechanisms of social-media-based digital marketing, covering its different forms and contents (even user-generated ones) and its effectiveness.	To be able to identify business needs, design social media strategies, develop research instruments or metrics to quantify social media spending and implement platforms.	◎	◎	○	○	◎	◎
Text Mining & Deep Learning	300	Lecture	4	To understand different types of natural language processing (NLP), its methods of disambiguation, co-reference resolution, etc., and its relations to text mining and algorithms.	To be able to learn different Natural Language Processing methods and text data mining applications, and conduct simple NLP and text mining tasks.	◎	◎	○	○	◎	◎
Tourism: Analysis and Planning	300	Lecture	4	To understand factors that drive tourism development, the evolution of tourism destinations, and the long run profitability by analyzing tourism investment, planning, and policy.	To be able to analyze diverse tourism-related issues (e.g., demand forecasting, tourism environmental impact assessment, financial/economic analysis of tourism investments).	◎	◎	○	○	○	◎
Undergraduate Thesis Writing Seminar	300	Seminar	4	To provide students with important guidelines and skills for how to develop a topic, how to find and organize sources, and how to organize and present a thesis proposal.	To be able to develop topics into a viable research proposal for a thesis by clarifying a basic question, developing the basic framework, identifying methodology/data used.	◎	◎	○	○	◎	◎
Web and Mobile Technology	300	Lecture	4	To understand the fundamentals of web and mobile technologies, covering the coding behind tree, and to enable students to create a basic web page and mobile apps.	To be able to understand the basics of programming, create small scale web sites, and design, develop, test and deliver mobile apps.	○		○		○	◎
Behavioral Economics	400	Lecture	4	To understand the analytical tools of human economic behavior, which place importance on the influence of psychological and brain-science-based factors on economic behavior.	To be able to pay attentions to psychological and brain-science-based factors to understand human economic behavior.	◎	◎	○	○	○	◎
Big Data and Analytics	400	Lecture	4	To develop skills in analyzing and visualizing big data, covering such methods as data visualization, modeling and prediction, machine learning and classification, etc.	To be able to use analytic techniques and visualize a data set using such software as Tableau, spreadsheets, R software and Python.	◎	◎	○	○	◎	◎

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Bitcoin, Cryptocurrency Technologies, and E-Money	400	Lecture	4	To understand and experience emerging e-money platform of Bitcoin and Cryptocurrencies that contributes to the fast growing Fintech sector.	To experience new tools and businesses, currently developing in the Fintech field.	○		○		○	◎
Business Planning	400	Lecture	4	To learn the basics of business planning, practice of making a business plan, and present business plans to audiences.	To be able to develop business plans and communicate plans effectively, based on the fundamental knowledge and basic skills of business planning.	◎	◎	◎	○	◎	◎
Entrepreneurial Strategy Practicum	400	Practicum	4	To learn how to develop effective strategies by testing hypothesis to validate and refine ideas and relations with investors by understanding their ways of making financial decisions.	To be able to create a start-up business from bottom up by creating business ideas, developing the essential preparations to take the idea forward, and figuring out its financing decision.			○		○	◎
Gender in Business	400	Lecture	4	To review gender related issues in business from a variety of perspectives and from different dimensions by studying various gender related cases and professor's experiences.	To be able to think about gender issues in business by covering the histories and development of gender management and its current issues and challenges.	◎	◎	○	○	○	◎
Global Marketing	400	Lecture	4	To understand cross-cultural and management issues in an international marketplace, especially under globalization which generated opportunities and challenges for business.	To be able to have awareness of recent changes in international marketing, be able to better analyze the opportunities and challenges, and develop effective strategies with different tools and analytic competencies.	◎	◎	○	○	○	◎
Global Supply Chain Management	400	Lecture	4	To understand how manufacturing firms design their supply chains across boarders in order to be competitive in market and resilient to disruptive events.	To be able to improve the existing operations of manufacturing firms, analyze the supply chain management and strategy of global firms, and explore further how the digital technology affects the operations and supply chains of global firms.	○	◎	○		○	◎
International Finance	400	Lecture	4	To understand the fundamental concepts and practical applications of finance-related activities in the international context.	To be able to understand exchange rates, open-economy macroeconomics and international macroeconomic policies.	◎	◎	○	○	○	◎
International Trade	400	Lecture	4	To understand the fundamental concepts and practical applications of international trade.	To be able to understand international trade theories, open-economy macroeconomics and international trade policies.	◎	◎	○	○	○	◎
Investments	400	Lecture	4	To understand the fundamentals of investment analysis and management, covering (1) various financial assets and their pricing models, (2) bond, equity, and derivatives, and (3) portfolio and investment.	To be able to value common financial assets, engage in fundamental analysis and modeling, and formulate portfolio and investment strategies.	◎	◎	○	○	○	◎
IT Project Management	400	Lecture	4	To understand the basic and advanced concepts of contemporary project management, covering strategic and risk management, budget, monitoring, termination, and reporting.	To be able to prepare project proposal bids and documents, construct the organizational structure, and manage the project through diverse management practices.	○	○	○	○	◎	◎

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Japanese Multinational Corporations	400	Lecture	4	To understand international business strategies, the development of Japanese multinational corporations in changing global environments, and their future challenges.	To be able to analyze strategies and challenges of Japanese multinational corporations in diverse developmental stages and at present under globalization.	◎	◎	○	○	○	◎
Leadership, Creativity and Organizational Renewal	400	Lecture	4	To understand the meaning of good leaders by examining their roles, successes and failures and also relations among leaders, leadership, creativity and organizational renewal. Through lectures, cases, readings, and in-class simulations, students will examine the connections among renewal. We will examine what it means to be an effective leader.	To be able to identify key elements of leadership and creativity, analyze leaders-followers relations and group dynamics, and reflect on own leadership capabilities.	◎	◎	○	○	○	◎
Machine Learning in Finance and Economics	400	Lecture	4	To understand analytical methods for high-dimensional data sets and big data, and for predicting (machine learning) and making causal inference (causal machine learning).	To be able to use the machine learning techniques, along with data handling and programming.	◎	◎	○	○	○	◎
Managerial Accounting	400	Lecture	4	To understand principles of managerial accounting, covering job order costing, process costing, cost-volume-profit (CVP) analysis, budget analysis, balanced scorecard, etc.	To be able to apply diverse costing principles, perform analyses, pricing decisions, and budgeting, and understand balanced scorecard capital and investment analysis.	○		○	○		◎
Marketing Modeling	400	Lecture	4	To understand various decision-making frameworks in marketing (11 models). Emphasis is placed on understanding quantitative methods employed by different disciplines in marketing and digital marketing. The course covers five main modules: 1) summarizing marketing data, 2) pricing, 3) Predicting new products sales, 4) advertising models, and 5) Internet and social media models.	To be able to analyze marketing problems by constructing models, using statistics/econometrics, microeconomics and industrial organization.	◎	◎	○	○	○	◎
Marketing Research	400	Lecture	4	To understand market research as a decision-making tool by transforming its findings into business insights and developing the ability to evaluate and interpret findings.	To be able to solve business problems and craft business strategies by learning a range of market research tools, their strengths and weaknesses, and knowing their use.	◎	◎	○	○	○	◎
Money and Banking	400	Lecture	4	To understand the operations of financial institutions and markets, covering the international financial system, central banking, monetary policies, and diverse markets.	To be able to understand how the financial markets and institutions work, especially covering a fresh perspective to the contemporary issues in financial policies.	◎	◎	○	○	○	◎
Python for Big Data and Visualization	400	Lecture	4	To understand one of the recent movements of big data analytics and its Data Visualization techniques, which help to identify valuable information hidden in data.	To be able to use data visualization techniques, highly frequently used techniques in data analytics.	○		○		◎	◎

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Research Methods & Data Analysis in Business	400	Lecture	4	To understand the fundamental skills and tools needed to understand, evaluate and conduct business research, which helps to assess diverse business factors and make decisions.	To be able to assess new business opportunities, decisions for new products, pricing and product design issues, evaluating employees, identifying operational inconsistencies and other relevant business issues.	◎	◎	○	○	○	◎
Social Businesses in Japan	400	Lecture	4	To understand the theory and practice of social businesses, that provide products/services with social, ethical, and/or environmental goals to achieve sustainable development.	To be able to understand major social issues in Japan to which social businesses are challenging to solve, and analyze whether Japan will be able to attain a sustainable future.	◎	◎	◎	○	○	◎
Start-up Funding and VC Strategies	400	Lecture	4	To understand funding options and their key evaluation base for startups, covering crowdfunding, angel investments, incubators and accelerators and venture capital.	To be able to produce a competent start-up plan, identify the advantages and disadvantages of different funding options. To be able to identify the elements of a good pitch and replicate it and design a plan to obtain funding.	○		○	○	○	◎
Technology, Innovation and Entrepreneurship	400	Lecture	4	To understand the impact of technology and technological innovation on entrepreneurship and management, differentiating market competition and strategy.	To be able to identify key elements of entrepreneurship, technology and innovation, and analyze relations between entrepreneurs and incumbent firms in fostering innovation.	◎	◎	○	○	○	◎
Undergraduate Thesis	400	Independent Study	4	To explore the topic of the student's interest. To develop causal arguments and test them with empirical evidence.	To be able to produce a major research paper based on scientific methods.	○	○	◎	◎	◎	◎
Topics in Business Economics	300/400	Lecture	2	Topics vary, depending on instructors. Classes meet once a week.	To be able to acquire knowledge and experience of the topic.	○	○	◎	◎	◎	◎
Topics in Business Economics	300/400	Lecture	4	Topics vary, depending on instructors. Classes meet twice a week.	To be able to acquire knowledge and experience of the topic.	○	○	◎	◎	◎	◎