

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

Course Title	Course Level	Course Format	Credits	Main Course	1. Course Purpose	2. Course Objectives	3. Relevance to BE/DBI Major's Diploma Policy						
					What is the purpose of the course and what will students learn/understand from the course?	What are the course objectives and learning outcomes students are expected to achieve?	DP1	DP2	DP3	DP4	DP5	DP6	
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.	○	◎	○	◎			
Introduction to Digital Privacy and Data Security	200	Lecture	4	●	To understand the basic principles of digital privacy and the methods for protecting personal information in a connected world. To gain an understanding of the challenges associated with digital business applications.	To be able to understand the concepts of data privacy, digital footprints, and online security. To be able to apply basic methods for securing personal information online, including encryption, authentication, and safe browsing practices.	○	◎	◎				○
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 and Intelligent Product Development	300	Lecture	4	●	To understand the AI product development through engaging AI case studies and studying building blocks of AI systems.	To be able to conceptualize and develop AI products by thinking in an AI way and understanding and creating opportunities to use NLP, ML, IoT along with Neural, Exploratory, and Evolutionary machine learning paradigms.		◎	○		○		◎
Agricultural Economics and Management	300	Lecture	4	●	To understand the role of supply chains and innovation in economics, with a focus on their role in food and agricultural production.	To introduce students to the concept of supply chain of food and agricultural products and how they affect decision making, and to give students an opportunity to generate their own critical analysis.		◎	○		◎		○
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.		◎	◎		○	○	
Blockchain & Business Applications	300	Lecture	4	●	To understand the basics and applications of Blockchain technology, including its protocols, anonymity, and security issue, with its underlying legal, political and social aspects.	To be able to learn the details of Blockchain technology and its existing applications such as Bitcoin, Ethereum, etc. and to develop its applications.		◎	◎		○	○	○
Business Analytics and AI Project	300	Lecture	4	●	To understand how to apply the business analytics lifecycle to real-world business problems, including data preprocessing, exploratory data analysis, feature engineering, and the development of statistical, machine-learning, and/or deep learning models.	To be able to demonstrate independent thinking in business analytics projects by generating new ideas, defining appropriate key performance indicators (KPIs), following the data science workflow, and executing analytics projects while considering cost-effectiveness, KPI-based performance, and model explainability.		◎	◎		○		○
Consumer Behavior	300	Lecture	4	●	To apply the basic principles of marketing to examine consumers, consumer culture, and consumer behavior from a globalized marketplace	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.		◎	◎		○	○	

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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.		⊙	○			○		⊙
Cybersecurity and Applications	300	Lecture	4	●	To understand the concepts of cybersecurity and information security, the data on them, and the applications they provide.	To be able to understand cybersecurity and information security concepts in business contexts as well as cryptography tools. To be able to develop skills in the processes associated with information security and privacy.		⊙	○		○		○	
Data Science and AI Project	300	Lecture	4	●	To understand the fundamental concepts and practical applications of Data Science and Artificial Intelligence using Python, with a focus on real-world business and IT problem-solving in the context of Digital Business and Innovation.	To be able to use Python and Jupyter for data science tasks and apply data cleaning, EDA, and visualization techniques. To be able to understand and implement supervised and unsupervised machine learning algorithms. To be able to plan, execute, and present a real-world AI/Data Science capstone project.		⊙	⊙		○			○
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.		⊙	○		○			○
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 trials, 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.		⊙	⊙		○			

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Econometrics for Business Analytics	300	Lecture	4	●	To understand the basic concepts and methods used in econometrics (e.g. OLS, IV, unit root, etc.) applied to different data structure (e.g. time series and cross section). Furthermore, understand, identify, and deal with the most common problems generate by the methods and data used in our analysis. We will see some applications and perform some examples.	To be able to use data with different structure, identify the pros and cos of some specific datasets. We will be able to analyze and apply some econometric methods and perform the corresponding economic inference.		◎	◎	○			○
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.		◎	○			○	◎
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.		◎	○	○			
Health Care Management and Economics	300	Lecture	4	●	To use basic economic and management concepts to analyze the health care market and evaluate health policies. To offer students a systematic approach to health system analysis and development seen from three crucial futures of the development of health systems: policy, finance, and organization.	To be able to understand complex health system issues and contribute to better policy-making.		◎	○			◎	○
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.		◎	○			◎	○
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.		◎	○	◎		○	
Innovation Management	300	Lecture	4	●	To understand the innovation creation process and management methods, and to gain insight into organizational mechanisms that achieve sustainable growth.	To be able to explain the types of innovation and their success factors. To be able to propose initiatives for new business and organizational innovation.		◎		○			◎
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.		◎	○	○		○	
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.		◎	◎	○		○	

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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.		⊙	○		⊙			○
Organizational Psychology	300	Lecture	4	●	To understand the theories and recent developments in research in psychology that address industrial such as recruitment, training and performance management and organizational issues such as workers' motivation, attitude, stress, and leadership.	To be able to incorporate the concepts and theories of organizational psychology in formulating efficient and effective policies and practices to deal with industrial and organizational issues and challenges.		⊙			⊙		○	○
R Programming and Business Analytics	300	Lecture	4	●	To understand the 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.		⊙		⊙			○	
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.			⊙		⊙		○	
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.			⊙		⊙		○	
Digital Marketing and E-Commerce	300	Lecture	4	●	To understand the key principles of digital marketing and e-commerce; students will learn how to develop and implement effective marketing strategies using the SOSTAC framework.	To be able to develop and implement effective digital marketing strategies that align with business goals using the SOSTAC framework, and gain expertise in key areas such as SEO, social media marketing, content marketing, email marketing and online advertising.			○		⊙			○
Innovation and Value Creation for Entrepreneurs	300	Lecture	4	●	To understand the tools and methodologies necessary to foster innovation and create value in entrepreneurial ventures. Students will learn to integrate innovation strategies, enhance decision-making, and solve complex problems using the the Value Creation Wheel (VCW). They will understand how to apply these concepts across the phases of value creation, including discovery, ideation, assessment, implementation, and consolidation.	To be able to apply the Value Creation Wheel (VCW) framework across five phases of innovation, leveraging Human Intelligence and collaborative tools. They will develop measurable strategies, create innovative solutions, engage key decision-makers, and communicate effectively through pitches and presentations, fostering critical thinking and ethical decision-making in entrepreneurial value creation.					○		⊙	⊙
Neuro Marketing	300	Lecture	4	●	To understand Neuromarketing foundations; The course bridges the disciplines of neuroscience, psychology, and marketing to explore how human brain activity and behavior can inform marketing strategies.	To be able to critically analyze the benefits, challenges, and ethical considerations of applying neuroscience to understand consumer decision-making and evaluate consumer behavior.			⊙		⊙		○	○
Workshop for Strategic Management	300	Lecture	4	●	To develop practical strategy-planning skills by using basic frameworks of strategic management and analyze real business challenges.	To structure business challenges using the analytical methods. To develop and present logical and feasible strategic proposal as a team.			⊙		⊙		○	○
Workshop for Sustainability Management	300	Lecture	4	●	To learn how to develop and implement sustainable strategies in corporate management, based on an understanding of environmental, social and economic sustainability.	To analyze corporate activities from the perspectives of ESF and the SDGs. To be able to propose feasible sustainable initiatives.			⊙				○	⊙
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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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.		⊙	○	○				⊙
Cross-Culture Management	400	Lecture	4	●	To understand the notion of culture, convergence and divergence in cultural norms and values, cultural contexts in organization and business environment, and consider the implication for management.	To be able to develop analytical skills to contrast between cultures and understand the implications, develop cultural intelligence to work across borders and cultures, and develop cross-cultural leadership skills to manage in a changing global business environment.		⊙	○	⊙				○
Customer Analytics and AI	400	Lecture	4	●	To understand the fundamentals and applications of AI, including machine learning, deep learning, and natural language processing (NLP), in business and consumer analytics, particularly in marketing.	To be able to understand the fundamentals and applications of AI, analyze customer data with AI-powered tools to derive actionable insights, and use these insights to improve marketing strategies and data-driven decision-making.		⊙	⊙	○				○
Data and Cloud Strategy	400	Lecture	4	●	To understand how to design and implement a data strategy by evaluating trade-offs among relational and non-relational databases, on-premise and cloud systems, and centralized and distributed architectures, and make informed decisions about which technologies to use, for what purpose, and why.	To be able to design and implement a practical data management and database strategy that aligns with business requirements, using appropriate on-premise and/or cloud platforms and relational and/or non-relational databases.		⊙	⊙	○				○
Digital 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.		⊙	○	○				○
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.		⊙	○	○				⊙
Generative AI and Applications	400	Lecture	4	●	To understand the core concepts, tools, and practical applications of generative artificial intelligence and large language models, with emphasis on responsible and effective use in digital business contexts.	To be able to apply prompt engineering techniques to generate, refine, and evaluate AI-generated outputs. To be able to design simple generative AI applications using existing tools and platforms. To be able to analyze ethical, social, bias, and reliability issues related to generative AI.		⊙	⊙	○				○
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 Supply Chain Management	400	Lecture	4	●	To understand how manufacturing firms design their supply chains across borders 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.		⊙	○	⊙		○		
Hospitality Management and Strategy	400	Lecture	4	●	To understand strategic thinking and contemporary theoretical models and management practices in the areas of strategic management process, corporate, business and functional strategy, experience economy, crisis management, consumer power, developing service quality, innovation, and implementation of principles.	To be able to develop critical and analytical insights on contemporary theoretical models and management practices while enhancing the learning process through worked examples and cases applied to the hospitality and tourism setting.		⊙	○	⊙				○
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.		⊙	○	○		○		

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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.		◎	◎	○		○		
Japanese Corporations and the Global Economy	400	Lecture	4	●	To understand the development and business strategies of innovative and attractive Japanese corporations in the context of the development of the global political economy and business.	To be able to analyze different business strategies and challenges of Japanese corporations in diverse developmental stages in the past and present under globalization.		◎	○		◎		○	
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.		◎	◎		○		○	
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.		◎		○		○		○
Neuro Marketing Project	400	Lecture	4	●	To understand a project-based exploration of neuromarketing, combining advanced theoretical knowledge with practical application. Students will work collaboratively to design and implement neuromarketing research projects, applying cutting-edge tools and methodologies to solve real-world marketing challenges.	To be able to equip students with advanced neuromarketing knowledge, hands-on experience with tools like eye-tracking, and the ability to design and execute research projects. To be able to critically assess ethical issues, analyze consumer behavior, and apply neuroscience insights to develop strategic marketing solutions for real-world challenges.			◎		◎		○	○
Programming for Data Science and AI	400	Lecture	4	●	To understand data science techniques using Python and the different frameworks in Python to solve real-world problems.	to learn how to program for data science and artificial intelligence with Python and build data-oriented applications.		◎	◎					○
Quantum Information and Computation	400	Lecture	4	●	To understand the basic concepts, algorithms, circuits and realization platforms of quantum computers and various quantum technologies.	To be able to understand all the basic concepts of quantum computation and quantum technologies. To be able to design quantum algorithms and quantum circuits. To be able to create and quantify entanglement, identify and model quantum decoherence, design and implement quantum error correction schemes, design and implement multipartite entangled quantum networks, understand physical quantum computers in various platforms, and use IBM's quantum computer.			◎	◎				○
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.		◎		○		○		◎
Strategic Brand Management	400	Lecture	4	●	To understand the strategic importance of building a strong brand and consumer-based brand equity in driving competitive advantage and fostering brand resonance.	To be able to understand the strategic role of brand development and management in driving competitive advantage, and to analyze and apply key principles of brand equity, brand performance, and strategic brand management.		◎		○		○		○
Sustainability Economics and Policy	400	Lecture	4	●	To understand the relationship between economics and environmental health; how we overcome issues with market failures, externalities, or public goods.	To become familiar with the tradeoffs in environmental economics; to be able to assess economic/environmental benefits and costs; to understand the impact of regulation.		○		◎		◎		○

Course Title	Course Level	Course Format	Credits	Main Course	1. Course Purpose	2. Course Objectives	3. Relevance to BE/DBI Major's Diploma Policy					
					What is the purpose of the course and what will students learn/understand from the course?	What are the course objectives and learning outcomes students are expected to achieve?	DP1	DP2	DP3	DP4	DP5	DP6
							The ability to acquire wide-range of knowledge and diverse perspectives in a wide variety of fields to address business and economic issues.	The ability to acquire the academic and practical knowledge on business economics, and the ability to productively use such knowledge.	The ability to collect and logically analyze diverse information and data to resolve real-world problems.	The ability to grasp diverse values and cultures of the global society and to tackle challenging problems independently as well as in cooperation with others.	The ability to engage in society as a global citizen and contribute to sustainability.	The ability to innovate and advance the business and society with a sense of humanity and an ethical mind.
Sustainability Leadership	400	Lecture	4	●	To understand key concepts, theories and instruments of leadership for companies aiming to promote sustainable development.	To be able to demonstrate knowledge of concepts related to traditional and emerging leadership theories in the context of corporate sustainability. To be able to apply instruments and approaches to enhance leadership effectiveness in the context of corporate sustainability.		◎		○	◎	○
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.		◎		○	○	◎
Topics in Digital Business & Innovation	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 Digital Business & Innovation	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.		◎		○	○	◎