Instructor: Denise H Barton

Department: Business Administration

Community College: Wake Technical Community College

Course Description:
Welcome to BUS 110 Introduction to Business Globalized Course Module! As you can see you can use the entire course or you can just use the module titled, “During the Study Abroad.” Based on the grant from UNC World View and the experts who supported the development of this course, it is important to note that a pre-planning and post-planning phase is important to ensure students are ready for the study abroad experience. This comprehensive course is being offered at Wake Technical Community College and students can earn 3 semester hours toward their 15 semester hours requirement to have the “Graduated with Global Distinction” designation placed on their college transcripts. You may use the information in this module. Attribution is appreciated. If you prefer to change anything in this module, please contact the staff at UNC World View to ensure it still complies with their requirements for the course to be part of their Scholars of Global Distinction Program. If you have questions about the module, please feel free to contact me.

This course is the first course in the curriculum for the business administration degree. Because it is a college transfer course it is taken by students in the college transfer program also. This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. Course components: 48 semester hours with 30 hours of online instruction and 18 hours of study abroad experience/instruction/mentoring.

(62.5% online instruction/mentoring & 37.5% study abroad/instruction) & mentoring via teams.

Number of students enrolled in course: 12-20
Description of Module 1:

The first 5 weeks of the class McGraw-Hill e-text, “Introduction to Business,” will be used to introduce business vocabulary terms, concepts, theories, and processes through PowerPoint lectures and assigned study plans and quizzes. An overview of the vocabulary used for this module will be provided in both English and Japanese at the beginning of the course to help them prepare for this study abroad. Lectures and videos covering all 14 Japan visits/assignments (7 cultural & 7 business) will be provided to students before the study abroad trip begins to prepare students for this global learning event culminating as module II of this course. If you are unable to take students to Japan, you can use the video resources and websites, along with the e-text to create the experience and complete the assessments. They can video themselves visiting a local anime store, making ramen, and interacting with another student using the Japanese language, demonstrating business etiquette, and cultural and societal values.

Description of Module 2:

This module focuses on the historical, cultural, and ethical aspects that affect business ethics and practices, management, human resources, marketing, teamwork, communication, and motivations of Japanese businesses. It covers global business, economics, finance, entrepreneurship, legal, business ownership, and process management.

Student Global Learning Outcomes:

These mirror the SLO’s for the course.

1. Understand the historical and societal influences on business etiquette and business practices.
2. Apply culturally responsive behaviors and attitudes when interacting with others and honor the Japanese traditions and symbolic meanings important to their culture.
3. Synthesize Japanese and American ways of doing business and know the basic business functions and how they apply to each culture.
Student Global Learning Activities:

Pre-Planning and Pre-Work


Module 1: Taking Risks and Making Profits within the Dynamic Business Environment

Module 2: Understanding Economics and How it Affects Business

Module 3: Doing Business in Global Markets

Preparation for Japan trip & assignments:

a) Module 1-4 study plans & quizzes
b) Introduction to Japan Study Abroad Business Etiquette & Culture
c) The Culture of Respect in Japan (6:08) – [https://www.youtube.com/watch?v=z3W7waKeMk0](https://www.youtube.com/watch?v=z3W7waKeMk0)
d) Unspoken RULES of Japan - What I wish I Knew Before Coming (13:38) – [https://www.youtube.com/watch?v=lcphTZ72CnI](https://www.youtube.com/watch?v=lcphTZ72CnI)
e) Lecture on role of business, the economic environment, global environment, financial environment, legal environment, and human resources in Japan verses the United States.
f) Beginning Japanese used throughout course, Book 1 -
https://open.umn.edu/opentextbooks/textbooks/beginning-japanese-for-professionals-book-1

g) American/Japanese vocabulary terms:


Module 4: Demanding Ethical and Socially Responsible Behavior

Module 5: How to Form a Business

Module 6: Entrepreneurship and Starting a Small Business

Preparation for Japan trip & assignments.

a) Module 5-6 study plans and quizzes

b) Japanese Culture (approximately 67 minutes – 22 videos) -
   https://www.youtube.com/playlist?list=PLwYzxbzs5KgiYWTb4Cun38M1v6F8w8V5J


e) Meiji Sinto Shrine. (2023). Website: Website: https://www.meijijingu.or.jp/
Week 3: McGraw-Hill e-text – (6 hours) – PART 3: Business Management: Empowering Employees to Satisfy Customers

Module 7: Management and Leadership

Module 8: Structuring Organizations for Today’s Challenges

Module 9: Production and Operations Management

Preparation for Japan trip & assignments.

a) Modules 7-9 study plans & quizzes
b) How to create a Gantt chart in excel: https://www.youtube.com/watch?v=zC22yPmc6Kw
c) Best Anime Every Year (1960-2022). (2022). Website: https://www.youtube.com/watch?v=f зXWrljxsnw
d) Chicken Ramen Factory Workshop. (2023). Video: https://www.youtube.com/watch?v=x6s7vBhNiyc
Week 4: McGraw-Hill e-text – (6 hours) – PART 4: Management of Human Resources: Motivating Employees to Produce Quality Goods and Service

Module 10: Motivating Employees

Module 11: Human Resource Management: Finding and Keeping the Best Employees

Module 12: Dealing with Employee-Management Issues

Preparation for Japan trip & assignments.

a) Modules 10-12 study plans & quizzes

b) How to Feed the Deer in Nara Park. (2014). https://www.google.com/search?scisov=569475139&rlz=1C1GCEA_enUS1041US1041&q=nara+park+deer+feeding&tbm=vid&source=lnms&sa=X&ved=2ahUKEwj5OslRvyr9AhX5FBwKHcCJBS4QIwUJAAo&biw=1536&bih=747&dpr=2.5#fpstate=ive&vld=cid:ac1f7c46,vid:rvjYBBeNEZs,sl:0

d) Senso-ji Shrine. (2023). Website: https://www.senso-ji.jp/


g) Toyko National Museum. (2023). Website: https://www.tnm.jp/?lang=en

h) American/Japanese vocabulary terms.

---


Module 13: Marketing: Helping Buyers Buy

Module 14: Developing and Pricing Goods and Services

Module 15: Distributing Products

Module 16: Using Effective Promotions

Preparation for Japan trip & assignments.

a) Modules 13-16 study plans & quizzes.

b) Animate Osaka Nipponbashi. (2023). Website: https://www.animate.co.jp/shop/niideonbashin

d) Best Anime Every Year (1960-2022). (2022). Website: https://www.youtube.com/watch?v=f_zXWrjxsnw


f) Kappabashi Dori. (2023). Website: https://www.kappabashi.or.jp/


h) American/Japanese vocabulary terms.

**ALL MODULE STUDY PLANS AND QUIZZES WILL BE COMPLETED BY STUDENTS BEFORE STUDY ABROAD TRIP. All preparation for the trip will be completed by the end of week 5.

**During the Study Abroad**

**Week 6 – 7: Japan Study Abroad Experience**

**Global Learning Activity #1:**
This includes the SLO’s for this activity.

**Day 1:** Travel to Toyko
**DAY 2:** Arrive in Tokyo – Orientation Walking Tour & Welcome Dinner

**DAY 3:** Historical and Cultural Tour of Tokyo:

**Cultural Visit 1:** Imperial Palace, Harajuku, Shinjuku, Metropolitan Government Building, Meiji Sinto Shrine, and Tokyo National Museum.

**Objective:**

1. Analyze how Japan’s historical culture and societal values affect business culture.

**Procedures:**

1. Students will be required to maintain a diary of their activities while in Japan to note cultural places they visit and the significance of each of them. They will also take notes during class meetings and during class tours to businesses and tie the Japanese artifacts, symbols, and history to the current business culture in Japan.

**Assessment 1:** Each student will use the information in their diary and utilize online research and scholarly research to write a 2-page paper on how Japan’s historical culture and societal values affect their business culture.

**Business Visit 1:** Visit an umbrella specialty store, with 10,000 umbrellas of 500 different kinds – Business Ethics, Marketing Function, & Marketing Mix

**Objectives:**

1. Discuss marketing challenges in a global market.
2. Describe marketing techniques and strategies to reach an international market.
3. Define key American and Japanese vocabulary used in marketing like umbrella, sales, brands, product, placement, price, and promotion.
4. Understand the Japanese cultural relevance of an umbrella and why no products are ever sold in fours.

**Procedure:** Students will attend a lecture on the role of business, the economic environment, global environment, financial environment, legal environment, and human resources in Japan verses the United States before the study abroad trip occurs. Students will visit Cool Magic – SHU’s, an umbrella entertainment building, with 10,000 umbrellas of 500 different kinds. They will tour the store and take notes on the layout, any special
design or presentation of the umbrellas, the prices, the brands, marketing techniques &
strategies, and learn Japanese terms for umbrella, sales, brands, product, placement, price,
and promotion.

**Assessment:** Students will create a marketing advertisement in teams of two that includes
the four Ps of marketing and at least one marketing strategy, while using the Japanese
terms for umbrella, sales, brands, product, placement, price, and promotion.

**Day 4: Cultural Visit 2:** Shinjuku Gyozen National Garden & Tea Ceremony and participate
in traditional Japanese tea ceremony.

**Objectives:**
1. Understand the Japanese culture in general and the significance of the tea ceremony.
2. Understand the history of the tea ceremony.
3. List the steps in the process of the tea ceremony.
4. Define key American and Japanese vocabulary used in the process of the tea
ceremony.

**Procedures:** Each student will follow instructions during the tea ceremony and take notes
of the steps and be able to use and understand Japanese vocabulary used in a traditional
tea ceremony.

**Assessment:** Students will create a powerpoint as a group project noting the significance
of the tea ceremony, the steps in the process, and key Japanese vocabulary used.

**DAY 5: Business Visit 2:** Kappabashi Dori – Replica Foods Workshop – Managing
Processes & Marketing

**Objectives:**
1. Analyze how historical culture and societal values affect business culture.
2. Demonstrate competency in following instructions executed by Japanese employee
in creation of replica food.
3. Understand key American and Japanese vocabulary used in this workshop.

**Procedure:** Students will listen to instructions of a Japanese employee in the replica food
or fake food workshop and take direction from them. They will learn the history of replica
food and why the presentation of food is an important value in Japan.
**Assessment:** Students will visit Replica Foods Workshop and listen to instructions and demonstrate competency in creating replica or fake food. They will take a picture of their creation and utilize at least two new Japanese words they learned during this demonstration.

**Cultural Visit 3:** Senso-ji Shrine, the oldest temple in Toyko.

**Objective:**
1. Analyze how historical culture and societal values affect business culture.

**Procedure:** Continuing the focus on the link between history and business culture, our visit to Toyko’s oldest temple will help students understand the values of the Japanese culture and its’ effect on business culture. Students will take notes when guided through this temple and be ready to show what they have learned.

**Assessment:** Each student will write a 2-paragraph short answer describing the history of this temple and its’ effect on business culture.

**DAY 6: (Tokyo – Yokohama) - Business Visit 3: Nissan Plant & Museum Tour – Business Ownership & Managing Processes**

**Objectives:**
1. Explain the production process used to make Nissan vehicles.
2. Discuss Nissan’s type of business ownership and compare to the U. S.’s types of business ownership.
3. Learn how they have set up their human resources area to serve employees and managers.
4. Understand key American and Japanese vocabulary used in this industry.

**Procedure:** The students will be provided with a classroom lecture about financial statements and view Nissan’s financial statements and gain insight into their financial wealth. They will analyze Nissan’s financial statements and how they align with their strategic goals. The class will discuss the type of business ownership and which business structure Nissan has in place. These will occur before the study abroad trip. Once in Japan, students will see a demonstration of their production process. They will view their new line of vehicles and discuss how Nissan markets these vehicles. Students will learn how the
human resource area is set up to serve their workers and managers. Students will learn key terms like production process, vehicle, financial, human resources, and marketing in the Japanese language. Students will take notes during the tour.

**Assessment:** After completion of this tour students will be required to write a 1-page paper describing their experience and discussing the type of business ownership, production process, human resource set-up of Nissan, and their stock price and financial wealth.

**Cultural Visit 4:** Cup Noodle Museum.

**Objectives:**
1. Analyze how historical culture and societal values affect business culture.

**Procedure:** Students will visit the cup noodle museum and take notes on how the cup of noodles started and how it has evolved in Japan, and the reasons it is so popular. They will learn about the inventor and entrepreneur Momofuku Ando; his revolutionary business idea that is internationally successful.

**Assessment:** Students will utilize a creative thinking exercise in groups/teams and come up with new ideas for businesses. They will document their process and their results and share them with other groups/teams in the class.

**Business Visit 4:** Chicken Ramen Factory Workshop – Managing Processes, Teamwork & Communication

**Objectives:**
1. Explain the production process used to make chicken ramen.
2. Demonstrate how to make chicken ramen by hand.
3. Understand key American and Japanese vocabulary used in making ramen.

**Procedure:** Students will view a video on the Chicken Ramen Factory which explains and describes the production process. It shows teamwork and communication needed to make chicken ramen. Then as they visit the factory, they will view a demonstration and then make their own chicken ramen.
Assessment: Students will complete a hands-on demonstration utilizing the process they learned to make chicken ramen and discuss with another student the production process and any questions they have while making their ramen. They will interact with Japanese workers and communicate with them using 1-2 Japanese words they have learned so far.

Day 7: (Tokyo-Kyoto) - Cultural Visit 5: Arashiyama Bamboo Grove.
Objectives:
1. Immerse yourself in the Japanese culture and learn how to enjoy nature.
2. Know the symbolism bamboos represent in the Japanese culture.

Procedure: As we learn more about the historical significance of symbols in Japan and the effect on business etiquette, we explore the Arashimyama Bamboo Grove and all its' beauty. Bamboos have a symbolic meaning in the Japanese culture and affects how people relax after working all week and how they view their lives in total. Students will continue using their diary to take notes.

Assessment: Students will create a drawing of the Bamboo Grove and write a 2-paragraph explanation of the meaning and importance of bamboos in the Japanese culture.

Day 8: (Kyoto) – Business Visit 5: Kikuichi Monju Shiro Kanenaga Knife Store – Entrepreneurship, Management, and Marketing
Objectives:
1. Understand the history of the family business entrepreneurship and its tie to ancient Japan.
2. Learn about the marketing function for this entrepreneurship.
3. Understand key American and Japanese vocabulary used in this type of business.

Procedure: Students will attend a lecture on Kibuichi Monju Shiro Knife store to learn about its' history and the history of the knife making business in Japan. Students will visit a family-owned business and discuss the history and management of this entrepreneurship. They will review the marketing function for this store and learn more about marketing in Japan. Students will take notes.
**Assessment:** Students will write a 1-page paper to demonstrate their understanding of the history of knife making, this store’s history, and their marketing function. They will use terms in both English and Japanese (knife, entrepreneurship, family, history, and marketing function) along with definitions in their paper.

**Cultural Visit 6: Nara Park and Todai-ji Temple.**

**Objectives:**
1. Immerse yourself in the Japanese culture and learn how to enjoy nature.
2. Know the symbolism deer represent in the Japanese culture.

**Procedure:** Before we leave for Japan students will view YouTube videos of Nara Park and the deer interactions with visits to prepare them to visit Nara Park. They will see how people use deer feed to attract the deer, how the deer will bow if asked, and the importance of deer in the Japanese culture.

**Assessment:** Students will take pictures and/or videos with the deer and write a caption or have a voice/over that will include the symbolism that deer represent in the Japanese culture.

**DAY 9: (Kyoto-Osaka) – Cultural Visit 7: Osaka Castle.**

**Objectives:**
1. Discover the history of Osaka Castle and what the symbols on it represent.

**Procedure:** Students will take a tour of Osaka Castle and its’ grounds. They will learn about the history and significance of the castle and the reason why Japan keeps this historical structure as a cultural asset.

**Assessment:** Students will take pictures and/or videos and write a 1-paragraph explanation of the importance of Osaka Castle and the meanings of the symbols on the castle.


**Objectives:**
1. Understand the anime culture of Japan and how it is marketed to the masses.
2. Explain multiple branding themes of anime.
3. Compare and contrast management of an anime store including employee scheduling processes, hiring and firing of personnel, retail inventory management, store management, how returns are handled, and steps in the customer resolution process with American retail operations.

**Procedure:** Before the trip students will attend a lecture on manga and anime. They will learn the history, culture, and top manga and anime movies and characters in Japan. Multiple branding themes will be discussed and explained. Once at the store location a discussion of management of the store and anime characters will be viewed and students will interact with store personnel.

**Assessment:** After visiting Animate, an anime store, students will videotape themselves with various brands of anime and explain their story or theme. They will discuss how the store management is similar or different than how American stores are run. They will utilize English and Japanese language to present their information using terms for retail, returns, and management, Students will work in teams to complete these videos.

**DAY 10: (Kyoto-Tokyo) - Business Visit 7: The Making of Harry Potter – The movie**

**Objectives:**
1. Understand the film production process within a movie business.
2. Describe the marketing process for these films.
3. Create a Gantt chart demonstrating the steps in the making of Harry Potter.

**Procedure:** Students will view a video on how to create a Gantt chart and view the Making of Harry Potter website before the study abroad trip. Then they will visit the Making of Harry Potter and work in teams taking notes on the film production process.

**Assessment:** Student teams will create a Gantt chart of the film production process for the making of Harry Potter and compare their Gantt chart with the other teams to update it and fine tune it until it reflects accurate information. Student will use English and Japanese language including words like production and marketing in their video.

**DAY 11: Tokyo-Raleigh, NC**
Post-Study Abroad Trip

Week 8 – 9: 2 hours per week. Mentoring students to complete 14 assignments with set due dates as part of their Portfolio to be turned in for a grade.

Week 8: Cultural Visits & Business Visits Assignments 1 – 3 (6 total) due.

Week 9: Cultural Visits & Business Visits Assignments 4 – 7 (8 total) due.

Week 10: Grading and feedback.

Composition of Grade

Study Plans – 16%

Quizzes – 16%

Study Abroad Assignments/Portfolio Project – 68%

Resources


8. How to make a Gantt chart in Excel: https://www.youtube.com/watch?v=zC22yPmc6Kw


11. Japanese Culture (approximately 67 minutes – 22 videos) - https://www.youtube.com/playlist?list=PLwYzxbzs5KgiYWTb4Cun38M1v6F8w8VSJ


15. Meiji Sinto Shrine. (2023). Website: Website: https://www.meijijingu.or.jp/


21. The Culture of Respect in Japan (6:08) – https://www.youtube.com/watch?v=z3W7waKeMk0


   https://www.youtube.com/watch?v=lcphTZ72CnI
   Entertainment Inc. – Wizarding World publishing rights © J.K. Rowling. Website:

**Attached Document Titled, “Japanese/American Vocabulary Terms**