

ビジネス日本語 JAPANESE 3510

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Office Hour

by appointment only

This is a Japanese language course for the Business Environment. Through Content Based Instructions using real life **business case studies**, students will learn more advanced vocabulary, expressions and grammar that appear in typical business situations. Special attentions to be placed in learning appropriate speech styles required for effective communication in more professional settings - 敬語 will be taught along with common practice and manners in Japanese business environment.

Students also learn how to obtain online information related to current business world and become more aware of the current world business activities and issues.

Each class starts with a **short presentation** given by one student assigned. Students are expected to come to classes prepared to discuss the assigned material.

Text: 教科書

中級から伸ばす ビジネスケースで学ぶ日本語/Powering Up Your Japanese through Case Studies: Intermediate and Advanced Japanese (Tomoko Takami)

The Case Studies Covered in the Course: (all found in the text book)

- 1、日本コカ・コーラ (Coca Cola Japan)
- 2、任天堂 (Nintendo)
- 3、コーチ (Coach)
- 4、ウォールマート (Walmart)
- 5、トヨタ (Toyota)

Quizzes: クイズ

Kanji and Vocabulary Quiz will be given upon completion of each chapter. Students will take the quiz in class (15~20 minutes). The schedule of the quiz will be posted on Canvas. One make-up quiz will be allowed at the end of the semester regardless of reasons or excuses.

Presentation on Current Topics: 発表／ディスカッション (first 20 minutes of each class)

Each class starts with a **short presentation** on a current business topic chosen by an assigned student. The presenter should choose a short(a few paragraph length) article from online source and post it on Canvas by at least 24 hours before the time of the presentation. Presenter will lead the discussion on the chosen topic each time.

Online News Sources : オンライン・ビジネスニュース

<http://news.tbs.co.jp/economics/>

<http://www.news24.jp/economy/index.html>

http://www.asahi.com/business/?iref=comtop_gnavi

<http://www.yomiuri.co.jp/economy/?from=yenavl>

http://www3.nhk.or.jp/news/business.html?utm_int=all_header_menu_news-business

Assignments: 宿題

Various assignments will be given such as research on a particular topic given in class. Quality and completeness of the work will be affected in final grade. Late submission will be accepted no later than one week after the deadline with 20% point deduction. Essay must be typed using Japanese word processor and must be reviewed and edited by tutors before submission. Tutoring service is available on limited time basis. The schedule for the tutoring will be posted on the second week of the semester.

Final Project : 研究発表 (15~20 minutes)

As a final project for the course, students (as in a group) will engage in a research project and present in

class. Each group chooses one of the following topics:

1. Business figure of significant importance whose influence in US-Japan business relation is relevant today. Analyze why he/she (or that particular business entity) succeeded on worldwide scale .

(ex.) Nintendo, Toyota, Noritake, Honda, Sony, Mitsubishi...

2. Chosen Business Case Study: based on the real life business case, analyze the issues and problems encountered during and the product development business activities.

Presentations are scheduled during the last week of class (December 6 and 8). Outline of the presentation must be submitted for instructor's approval by **October 28.**

Grading:成績

Class discussion on the materials is the major element in grading. It is very crucial that students be fully prepared to participate in class discussions each time.

5 Kanji/Vocabulary quiz	20 %
Presentation on Current Topics	20 %
Assignments/Presentations (5)	10 %
Class participation	40 %
Final Presentation	10 %

Your performance in each of the above area will contribute to your overall grade in the course by percentage indicated. Final grades will be based on a scale of 90-100 (A), 85-89 (A-), 80-84 (B+), 75-79 (B), 70-74 (B-), 65-69 (C+), 60-64 (C), 55-59 (C-), etc.

Special Class Activity:体験学習

Hands-on cooking session will be schedule on Friday, Nov 4. To cover the cost of ingredients, students are asked to pay \$3 to participate.

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