

**Business Course Descriptions (2002-2003)**  
**Sophia University, Tokyo, Japan**

The underlined courses below will be accepted to fulfill requirements for business majors.

**INTERNATIONAL BUSINESS AND ECONOMICS**

N.B. IBE 200 and 201 are prerequisites for all 300- and 400-level IBE courses.

**ECON 124/224 TJ    IBE 200. Principles of Economics (Micro)**

**4 cr**

Survey of major microeconomic principles, institutions, and problems in the contemporary world. Price theory, including consumer demand, theory of the firm, distribution theory, and market failures will be discussed.

Every year (Spring 2002). Uemura.

Prior to 2002, Econ 200.

**ECON 123/223 TJ    IBE 201. Principles of Economics (Macro)**

**4 cr**

Basic concepts and essentials of macroeconomics. Functioning of the market. Laissez faire and market failure. Aggregate demand and supply. Measurement of national output. Theory of income determination. Business cycle and economic growth. Fiscal policy in theory and practice. Money and commercial banking. Monetary policy. Fiscal-monetary mix. Unemployment and inflation. International trade and comparative advantage. International capital flows.

Every year (Spring 2002). Uemura.

Prior to 2002, Econ 201.

**IBE 251. Japan and the World: Business and Economics**

**4 cr**

This course surveys the development of Japanese economy and business domestically and in relation with the rest of the world. Emphasis is placed on the post-war period, with special attention to the traditional characteristics of Japanese business in terms of industrial structure, corporate organization and management structure, and the relationship with banks and the government as well as among businesses. Changes that reflect the impact of the bursting of the bubble and the decline in the Japanese economy of the 1990s will also be considered.

Every year (Spring 2002). Uenishi.

Prior to 2002, Bus 251, JS 251.

**MGT 231 TJ    IBE 300. Principles of Management**

**4 cr**

Basic theories and principles of management for planning, organizing, staffing, and controlling will be introduced with constant reference to their practical application to real business situations. Some features of Japanese business practices will be closely examined against the background of the post-war development of the Japanese economy and industry.

Every year (Autumn 2002). Methe.

Prior to 2002, Bus 300.

**MGT 240 TJ    IBE 303. Computer for Business and Economics**

**4 cr**

As businesses move toward an increasingly intimate relationship with the Internet, applications can be distributed across a local (LAN) or even an international network. From Microsoft's Net to Sony's web-based Banking venture, companies are moving towards services and software that

are delivered by way of an Internet interface. The course explores this evolution "from the ground up," providing an understanding of how applications are being built and used in business. Topics include databases, interactivity technologies, hardware considerations, and business software, including advanced topics in MS Excel. Students will build a web-based business application.

*Prerequisite:* Com 213. *Recommended:* Com 214.

Every year (Autumn 2002). Cluster.

Prior to 2002, Bus 303.

### **IBE 305. Introduction to Accounting**

**4 cr**

This course introduces students to the basic concepts of financial accounting with an emphasis on the process of providing information to external users like investors and creditors for decision-making purposes. The process of recording and posting, preparation of trial balance, worksheets, and financial statements will be covered.

Every year (Spring 2002). Uenishi.

Prior to 2002, Bus 305.

### **FIN 231 TJ**

**4 cr**

This course introduces students to the main topics of financial management and corporate finance. These include net present value; value maximization subject to constraints; capital budgeting in certain and uncertain worlds; financial statements; risk, return, and the capital asset pricing model; the efficient markets hypothesis; capital structure and costs; dividends and dividend policy; mergers and acquisitions; cash management. Assignments will involve applying these concepts to real-world situations.

Every year (Autumn 2002). Hayes.

Prior to 2002, Bus 310.

### **IBE 310. Financial Management**

### **ECON 301/FIN 360 TJ**

**4 cr**

Analysis of consumer and firm behavior, perfectly and imperfectly competitive product and factor markets, and general equilibrium. Application of intermediate microeconomics.

Normally offered every year; not offered in 2002. Uemura.

Prior to 2002, Econ 311.

### **IBE 311. Economic Analysis (Micro)**

### **MARK 231 TJ**

**4 cr**

The purpose of this course is to introduce the student to the delivering of consumer satisfaction at a profit. The course focuses on marketing mix management: product, pricing, distribution, and promotion. The materials presented in class and the references will cover and illustrate the major responsibilities and decisions taken by marketing managers.

Every year (Spring 2002). Cheron.

Prior to 2002, Bus 315.

### **IBE 315. Marketing**

### **IBE 316. Economic Policy**

**4 cr**

This course is concerned with the economics of the public sector. We examine the process of identifying social objectives in a highly abstract way with the institutional choices consequent upon the various possible social aims, with reference to the government-market dichotomy.

Then, we examine government action in various fields at both the micro- and macroeconomic

levels, and in closed and open economies, defining social preferences, social choices, normative and positive theory of economic policy, non-market failures, microeconomic intervention, and macroeconomic intervention in a closed and an open economy.

Every other year (not offered in 2002). Ichikawa.

Prior to 2002, Econ 315.

### **MGT 475 TJ**

### **IBE 320. Human Resource Management**

**4 cr**

A study of scientific, institutional, and practical aspects of human resource management through analysis of recruitment, selection, training and development, personnel appraisal, communications, remuneration, and related problems.

*Prerequisite:* IBE 300.

Every year ([Spring 2002](#)). Methé.

Prior to 2002, Bus 320.

### **ECON 471 TJ**

### **IBE 321. International Economics**

**4 cr**

The first half of the course covers international trade. Mercantilist, classical, neoclassical, and modern alternative theories of international trade. Historic case studies of leading countries. The alternative theory of trade and development of Friedrich List and its impact on Asia and Japan. Policy implications. Strategic trade. International economic integration and the formation of trade and currency blocks. The second half of the course covers international finance and international monetary economics. Balance of payments. Theories of the determination of capital flows and exchange rates. Empirical evidence. Case studies: the Asian crisis; the bubble and Japanese capital flows. Policy implications.

Every year ([Spring 2002](#)). Werner.

Prior to 2002, Econ 320.

### **IBE 326. Money and Banking**

**4 cr**

This course examines financial institutions and instruments in a global context. Topics covered include the following: The financial system in perspective, the management and regulation of financial institutions; adverse selection, moral hazard and other key issues; interest rates and security prices; the money market; central banking and monetary policy; governments and the financial system; the international financial system and the future. Particular emphasis is put on fixed income markets and the securitization process. A basic knowledge of statistics is expected.

Every year ([Spring 2002](#)). Hayes.

Prior to 2002, Econ 326.

### **ECON 380 TJ**

### **IBE 330. Economic Development**

**4 cr**

Measures and meaning of development. Characteristics of less-developed countries. Poverty, inequality, basic needs, famines. Main theories of economic growth and development. Population and development. Alternative theories of development. Institutional design and the Asian Miracle. Trade and development. Sustainable development. Finance and growth. International institutions and growth.

Every year ([Autumn 2002](#)). Werner.

Prior to 2002, Econ 330.

**ECON 345 TJ (NO BA credit)****IBE 331. Industrial Organization****4 cr**

This course covers two approaches toward industrial organization: the neoclassical economics approach and the institutional approach. Topics covered under the neoclassical economics approach include competition, monopoly, and diverse business practices influencing the structures of industries. Under the institutional approach a broader view of industrial organization that incorporates socio-economic-cultural factors in explaining industrial dynamics will be considered.

Every year (Autumn 2002). Okada.

Prior to 2002, Bus 331, Econ 331.

**ECON 303****IBE 340. Economic Statistics (also Soc 315)****4 cr**

The statistical methods most widely used in economics and business are described together with their applications. Topics include hypothesis testing, analysis of variance, regression models, correlation, and econometric model-fitting.

*Prerequisite:* Math 111.

Every year (Spring 2002). Ozaki.

Prior to 2002, Econ 340.

**MARK 381 TJ****IBE 351. International Marketing****4 cr**

The general purpose of this course is to examine the scope and the challenges of international marketing. Macroeconomic, political, cultural, and legal variables are studied in relation to commercial opportunities available in export markets. Information search and international markets assessments are presented as a prerequisite to structuring a marketing strategy and preparing a proposed international marketing mix. Internet sources of information for export are covered. International marketing opportunities and challenges are presented for small- and medium-sized businesses as well as for large global corporations.

Every year (Autumn 2002). Cheron.

Prior to 2002, Bus 351.

**MGT 491 TJ****IBE 353. International Business****4 cr**

The international economic environment is moving ever faster toward a highly interrelated and interdependent state, sweeping away old institutions and assumptions of diverse economic and business activities. Managing a business, whether domestic or international, in such a milieu requires a good understanding of not only the fundamental concepts of management from an international perspective, but also the international economy. This course combines both the fundamental concepts of management and international economic behavior from the perspective of a manager in international business.

Every year (Spring 2002). Okada.

Prior to 2002, Bus 353.

**MARK 350 TJ****IBE 356. Consumer Behavior****4 cr**

The purpose of this course is to study buying units and the exchange process involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. Presentations will draw from theories and concepts related to all the behavioral sciences such as economics, demographics, sociology, psychology, social psychology, anthropology, and marketing. Three consumer behavior approaches will be presented: the decision-making, experiential, and

behavioral influence perspectives. The course will emphasize the understanding of the consumer and the exchange process as a foundation of effective and efficient marketing management.

Every year (Spring 2002). Cheron.

Prior to 2002, Bus 356.

### **MGT 472 TJ**

### **IBE 405. Quantitative Approaches to Management**

**4 cr**

This course provides the manager with the mathematical tools to handle such problems as inventory control, scheduling, distribution, queues, traffic flow, cost, and profit optimization. Computer programs will be used to look at linear programming and its economic interpretation.

*Prerequisite:* Math 111.

Every year (Spring 2002). Ozaki.

Prior to 2002, Bus 405, Econ 405.

### **IBE 420. Managerial Accounting**

**4 cr**

This course introduces students to the development and interpretation of accounting information as presented for internal management purposes. Topics to be covered include cost determination, cost control, performance evaluation, and techniques for analyzing information for planning and decision-making.

*Prerequisite:* IBE 305.

Every year (Autumn 2002). Uenishi.

Prior to 2002, Bus 420.

### **IBE 425. Technology Management**

**4 cr**

In this course we will study the impact that technology and the innovation process has on industries and firms. We examine how firms use technology to compete in markets and how they manage the internal process of technological innovation, in particular how managers enhance creativity in organizations. We also explore how technological innovation shapes the competitive conditions of industries and how these conditions change over a technology's life cycle. We discuss the global and social/ethical aspects of technological change and their implications for management.

Every other year (Autumn 2002). Methe.

Prior to 2002, Bus 425.

### **IBE 426. The Rise of Japanese Industry (also Soc 426)**

**4 cr**

This course analyzes the history and process of Japanese industrialization and the Japanese industrial system, focusing on diverse factors that have directly contributed to the rise of Japanese industry. Factors examined are: industrial organization, government-business relations, trading firms, the distribution system, the management system, and industrial relations.

Every year (Spring 2002). Okada.

Prior to 2002, Econ 426.

### **IBE 430. Economic Survey of Contemporary Japan**

**4 cr**

An advanced applied course of economics concerning the contemporary Japanese economy. The course will examine the roots of the instability of the present financial system and critically

examine the "Japan Model," which once was used to explain the success of the Japanese economy in the postwar period. This examination includes discussion of the legacy of wartime control and debates over "the East Asia Miracle." Problems related to the aging population, social security, the burden of government debt, competition policy, deregulation (including the financial big bang), corporate governance, government-business relations, trade disputes, foreign direct investment, ODA policy, environmental issues, and the role of Japan in the world will be discussed. Students are required to read economic and financial news every day for class discussion. A macroeconomic model of Japan developed by the instructor will be introduced.

Normally offered every year; not offered in 2002. Ichikawa.  
Prior to 2002, Econ 430.

### **IBE 431. Corporate Strategy**

**4 cr**

This course introduces corporate strategy and management, application of key concepts, theoretical constructs, and analytical frameworks. The class format combines lectures, case analyses, discussion of extensive assigned readings, and a research project.

Every year (Autumn 2002). Henry.  
Prior to 2002, Bus 431.

### **IBE 445. Management in Japan**

**4 cr**

Covers value systems in Japanese business. Historical review of industrial growth. Current tendencies in production. Human and marketing management and future prospects of Japanese business in relation to foreign investment.

*Prerequisites:* IBE 305, 310, and 315.  
Every other year (not offered in 2002). Methe.  
Prior to 2002, Bus 445.

### **IBE 455. Human Resource Development in Japan**

**4 cr**

A study of the business strategic aspects of human resource development of Japanese business organizations, including recruitment, selection, training and development, personnel appraisal, remuneration, and related issues.

*Prerequisites:* IBE 300 and 320.  
Every year (Spring 2002). Henry.  
Prior to 2002, Bus 455.

### **ECON 421 TJ**

**4 cr**

Traditional theory of money and banking. Interest rates. Traditional theories of the role of money in the economy. Empirical evidence. Imperfect information and the credit market. Credit creation and economic activity. The role and function of banks and the central bank. Currency blocks. Case studies: the Bank of Japan and the propagation of bubble and recession in Japan; the US Federal Reserve and its policies; the Asian crisis.

*Prerequisite:* IBE 320.  
Every year (Autumn 2002). Werner. Prior to 2002, Econ 461.

### **IBE 461. Monetary Economics**

**ECON 446 TJ****IBE 462. Economics of Natural Resources and Environment****4 cr**

Application of various economic theories to international natural resource markets and environmental problems. Economic theories include oligopoly theories, economics of exhaustible resources, etc.

Every other year (Spring 2002). Uemura.

Prior to 2002, Econ 462T.

**IBE 463. Comparative Marketing****4 cr**

This seminar will consist of readings and discussions covering three perspectives of comparative marketing: the first will deal with methodological difficulties pertaining to cross-cultural research, the second will present examples of scientific articles published in marketing journals on cross-cultural marketing, and the third perspective will address the impact of differences in macroeconomic and regulatory environments on marketing activities among countries.

Every year (Autumn 2002). Cheron.

Prior to 2002, Bus 463.

**IBE 469. Institutions and Development Management****4 cr**

When the world is facing radical transformations in the global industrial structure, the globalization of business activities, the new system of production, and the ideological orientation of development, it is necessary for developing countries to reconstruct developmental policies adapting to diverse changes in the environment. But changes are so complex and intensive that new adaptation requires not only response to the external environment, but also accommodation to existing socio-economic conditions. In a sense, developmental policies now need to have a vision of harmonizing global movements and the diverse sectors of socio-economic activities, namely, a new governance of national economies. This course attempts to capture the recent movements of government policies and administrative practices that try to generate a harmonized system of diverse development policies, organizations, and management practices. The course will rely heavily on the institutional perspective.

Every year (Autumn 2002). Okada.

Prior to 2002, Bus 469, Econ 469.

**IBE 470. Political Economy of Intl Energy Market (also Pol 475)****4 cr**

Application of various economic theories and theories of international conflict to the international energy market. Analysis of the world oil market will be emphasized. Development policies of oil-producing countries and world strategies of international oil companies will be examined. The impact of political conflicts in the Middle East will be considered.

Every other year (not offered in 2002). Uemura.

Prior to 2002, Econ 470S.

**IBE 473. Issues in Economic Development****4 cr**

Does foreign aid work? Structural adjustment; issues and options. Does the World Bank provide an "infrastructure for development"? What are IMF programs in developing countries? Financial liberalization in developing countries. Lessons from East Asia. Environment and development. Governance-democracy-development in Third World countries. Defining social capital and the non-profit sector. NGO-State relationship; strategic NGO management and funding; NGO

coordination in practice. Finance versus poverty. The role of foreign direct investment in developing countries. Ideas, ideology, and perspectives on economic policy. A seminar-type class.

Every other year (not offered in 2002). Ichikawa.

Prior to 2002, Econ 473.

**FIN 370 TJ**

**IBE 475. International Investment**

**4 cr**

This is a traditional course in portfolio management with a strong emphasis on an applied international approach. Topics covered include financial markets and instruments, mutual funds, investors and the investment process, portfolio theory, fixed income securities, fundamental and technical analysis, derivative assets, performance evaluation. Students are given a major international portfolio assignment to reinforce the concepts and issues covered. Students are expected to have completed basic courses in statistics.

*Prerequisite:* IBE 310.

Every year (Spring 2002). Hayes.

Prior to 2002, Bus 475S, Econ 475S.

**FIN 480 TJ**

**IBE 476. Business and Economic Forecasting**

**4 cr**

One of the most important uses of statistics in business and economics is to forecast future economic conditions. This course considers economic forecasting using various approaches such as multiple regression models, seasonal adjustment, exponential smoothing, Box-Jenkins ARIMA modeling, and simultaneous equation econometric models.

*Prerequisite:* IBE 340.

Every year (Autumn 2002). Ozaki.

Prior to 2002, Bus 476S, Econ 476S.

**IBE 490. Financial Reporting and Analysis**

**4 cr**

This course will cover the fundamentals of financial statement analysis with consideration of the limitations and constraints of the process. The course will also take up the different reporting practices among selected countries to address the challenges of, and possible approaches for, performing international financial statement analysis.

*Prerequisites:* IBE 305 and IBE 420.

Every year (Autumn 2002). Uenishi.