

BA 296.6: **International Business and Japan**

INSTRUCTOR: James R. Lincoln, F499 Haas, 642-3657 (also 2521 Channing Way, 643-7064)
lincoln@haas. Office hours: 3-4 W.

TIME AND PLACE: 6-8 PM, Tuesday, C330 Cheit

COURSE DESCRIPTION: This is a 1-unit course dealing with a variety of current issues regarding Japanese business. The format will consist primarily of a series of outside speakers with expertise in Japanese business.

COURSE REQUIREMENTS:

A. Readings: Reading materials appropriate to the topic of each class meeting are on two-hour reserve in the Long Library. Students are expected to have done the reading in advance of that class meeting.

B. Participation: For students enrolled in BA 296.6, the requirements are regular attendance, preparation for class by doing the reading placed on reserve, and active participation in class discussions.

Also, through the generous support of The Clausen Center for International Business and Policy, we have funding for the purpose of inviting our speakers, along with several students, to dinner after class. A long and hallowed tradition of this class is for the restaurant of choice to be the Thai House on Channing Way. Students are encouraged to plan to attend at least one or two of these dinners over the duration of the course.

C. Paper: Everyone will write a short (5 pages) paper that analyzes and critiques one or more of the presentations made by class speakers.

D. BA 293: option: Students wishing an additional one unit of course credit should enroll in a BA 293 with Professor James Lincoln. The assignment of the 293 is to complete a research paper relating to some contemporary issues in Japanese business.

COURSE SCHEDULE AND READINGS:

- 1/18 Haas faculty Robert Cole, Michael Gerlach, and James Lincoln will do a panel on "Japan's Economic Crisis."
- 1/25 Pacific E-Strat (Haas student consulting team): "Japan E-Commerce Entry Strategy."
- 2/1 George Scalise, President, Semiconductor Industry Association
- 2/8 Allen Miner, SunBridge Corp: "On the the growth of Oracle's business in Japan."
- 2/15 Jeffrey Daley, Mitsubishi International Corporation: "E-business and the *sogo shosha* (general trading companies) in Japan's "new" internet economy."
- 2/22 Louis C. Golm, former president of AT&T Japan
- 2/29 Ben Matsuzaki, Koyosha Graphics of America: "Japan Strategy -Key Factors for Success"
- 3/7 Jim Moliski and Rich Chen, Optomail, Inc.: "Internet business in Japan"
- 3/14 Ken Yasui and Hiroshi Menjo, The McKenna Group
- 3/21 Craig Oda, VP of Strategic Alliances, TurboLinux and founder of the first ISP in Japan