

**BUS M 596R (003)
JAPAN 390 (001)***

**BUSINESS JAPANESE 1
JAPANESE FOR SPEC PURPOSES**

WINTER 2007

* Please note that this course is cross-listed as BusM 596R and Japan 390. As noted below, BusM 596R meets one of the requirements for the *Global Management Certificate*, and Japan 390 may be counted as an elective for the Japanese major in lieu of Japan 345. Please note also that Japan 390 is a prerequisite for participating in the BYU-Japan Internship Program. Minor differences in course requirements for BusM 596R and Japan 390 will be noted.

TIME/PLACE: MW, 5:00-6:20 p.m. / 3068 JFSB

INSTRUCTOR: Robert Russell / 3064C JFSB
Ext. 2-6405 / <robert_russell@byu.edu>

OFFICE HOURS: MW 4-4:50 p.m., or by appointment please

TEXTS:

Azuma, S. & R. Sambongi (2001), *Business Japanese* [ビジネス日本語]. Washington, D.C.: Georgetown University Press.

Nikkei Sangyou Syouhi Kenkyuuzyo (2006), *Nikkei Kiiwaado Zyuuyou 500 (2008)* [日経キーワード重要500 (2008年度版)]. Tokyo: Nikkei HR.

Internet printouts, case studies (prepared by R. Sambongi), excerpts from a variety of sources (such as those listed on the attached handout of sample materials -- e.g. 朝日キーワード[*Asahi Keyword*], 情報・知識イミダス[*Imidasu, Information & Knowledge*], 日本の社会と経済を読む[*Readings on Japanese Society and Business*], *A Bilingual Guide to the Japanese Economy* [英語で話す日本経済Q&A], etc.)

CERTIFICATE:

This course meets one of the four requirements for the *Global Management Certificate* offered by the Global Management Center. The *Global Management Certificate* builds your resume as it certifies your international business competency. If you are interested in learning more about the *Certificate*, please inquire at the Global Management Center, in 610 TNRB, or at <http://marriottschool.byu.edu/gmc>.

PREREQUISITES:

While there are no formal prerequisites for this course, it is assumed that students who take this course have already acquired the ability to converse in Japanese at a relatively advanced level, at least in most daily-life settings. While a minimal prerequisite for the course is Japanese 221 or the equivalent, students who have taken at least Japanese 321 will be best prepared to take advantage of the materials used in this course. Ideally, students should already have a reading knowledge of 1,200-1,500 *zyouyou kanji* [常用漢字], and have the ability to read newspaper articles and other authentic expository materials with the help of a dictionary.

OBJECTIVES:

This course is intended to reflect the principles expressed in the Aims of a BYU education, and as an elective course in the Japanese major, to contribute directly to the fulfillment of the following program learning outcomes: (5) converse and act in Japanese in linguistically, socially, and culturally appropriate ways on a broad variety of topics in a wide range of settings (in business-related topics and settings in this particular course); (7) read and engage effectively texts of various genres (expository, business-related texts in this course), covering the range of *zyouyou kanzi* [常用漢字]; (9) effectively utilize learning tools, such as dictionaries (electronic, paper, and web-based) and so on; and (10) demonstrate self-managed learning skills that will facilitate life-long learning. See <http://asiane.byu.edu/japanese/index.php?content=major> for a complete list of outcomes.

More specifically for this course, the primary goal is to enable students to analyze and discuss important aspects of the business environment in Japan as compared to that in America. Students will also demonstrate knowledge of specialized vocabulary and other skills for communicating, in Japanese, within that environment. Through readings, videos, class discussion, Internet-based research, and individual presentations, students will demonstrate the ability to discuss intelligently, and to apply knowledge of, important aspects of the Japanese business environment such as the following:

1. Structure of Japanese Industry (e.g., primary, secondary, and tertiary industries; small, medium, and large corporations; *keiretu* [系列]; etc.)
2. Company Organization (e.g., the seniority system [*nenkou zyoretu* -- 年功序列]; lifetime employment [*syuusin koyousei* -- 終身雇用制]; the wage system; benefits; the recruitment process; group orientation; women in the workplace; foreigners in the workplace; employee training; transfers; placement; etc.)
3. Structure of Communication (e.g., the decision-making process; consensus building; *ringi seido* [稟議制度]; principles of trust; negotiation style; stylistically appropriate speech [*taiguu hyougen* [待遇表現]--*sonkeigo, kenzyougo* [尊敬語、謙讓語], etc.; socializing, within and between companies, *kankonsousai* [冠婚葬祭], etc.; greetings and introductions [incl. business card protocol]; telephone skills; written communication [faxes, memos, letters, using a Japanese word processor, Japanese E-mail], finding Japan-related information on the Internet, reading and interpreting charts and financial reports; the Japanese number system; etc.)
4. Current Issues (e.g., the aging of Japanese society; changing structure of the Japanese economy; the Japanese “Big Bang” and financial reform; U.S.-Japan trade friction; regulatory issues [government, legal, deregulation]; etc.)

EVALUATION:

Students' performance will be evaluated in the following areas, weighted as indicated:

Homework, attendance, participation	15%
Vocabulary, kanji quizzes (drop 2)	25%
Mid-term exam	20%
Oral presentation on individual topic, research	20%
Final exam	20%

Total	100%

Grades will be based on the following percentage scale:

	87-89=B+	77-79=C+	67-69=D+	
93-100=A	83-86=B	73-76=C	63-66=D	
90-92=A-	80-82=B-	70-72=C-	60-62=D-	0-59=E

PREVENTING SEXUAL HARASSMENT:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education. Title IX covers discrimination in programs, admissions, activities, and student-to-student sexual harassment. BYU's policy against sexual harassment extends not only to employees of the university but to students as well. If you encounter unlawful sexual harassment or gender based discrimination, please talk to your professor; contact the Equal Employment Office at 422-5895 or 367-5689 (24 hours); or contact the Honor Code Office at 422-2847.

STUDENTS WITH DISABILITIES:

Brigham Young University is committed to providing a working and learning atmosphere which reasonably accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the Services for Students with Disabilities Office (422-2767, voice; 422-0436, TTY). Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. Services are coordinated with the student and instructor by the SSD Office. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You should contact the Equal Employment Office at 422-5895, D-282 ASB.

HONOR CODE:

We strongly endorse the principles embodied in the honor code, to which we have all subscribed. We invite, and expect, your adherence to those principles. If you have any concerns, please talk to your professor, or feel free to contact the Honor Code office at 422-2848. For more information, please visit the Honor Code office website at: http://www.byu.edu/honorcode/honor_code.htm.

- 1/ 08- Orientation; overview of class objectives, content;
カタカナ [*katakana*] (BJ 1);
数字 [*suuzi*, 'Numbers'] (BJ 7)
- 10- 数字 [*suuzi*, 'Numbers'] (cont.; BJ 7; handout)
ミニ発表の説明 (*minihappyou no setumei*, 'Explanation of Mini-Presentations')
-
- 15- **MARTIN LUTHER KING DAY HOLIDAY**
- 17- 数字 (練習クイズ ['Practice Quiz']);
ミニ発表 1 : _____;
国民生活 [*kokumin seikatu*, 'Life in Japan'] (Reading Japanese Financial
Newspapers, pp. 27-28)
-
- 22- **Kanji/Vocab. Quiz 1** (国民生活 article);
ミニ発表 2 : _____;
産業 [*sangyou*, 'Industry'] (Reading Japanese Financial Newspapers, p. 18)
- 24- **Kanji/Vocab. Quiz 2** (産業 article);
企業系列 [*kigyuu keiretu*, 'Company Groups'] (A Bilingual Guide to the Japanese
Economy, pp. 70 ff.; handout)
-
- 29- 企業系列 (cont.; NK 500, p. 105; handout);
日本経済の景気拡大 [*Nihon keizai no keiki kakudai*, 'Expansion in the Japanese
Economy'] (NK 500, pp. 14-17)
//Interns: Writing a Business Letter (handouts; cf. Azuma, et al., *Readings on Japanese
Society and Business*, L. 18, ビジネス文書 (社外文書) [*bizinesu bunsho (syagai
bunsho)*, 'Business Writing (Writing outside the Company)']//
- 31- **Kanji/Vocab. Quiz 3** (企業系列 article);
ミニ発表 3 : _____;
長時間労働 [*tyouzikan roudou*, 'Long Working Hours'] (A Bilingual Guide to the
Japanese Economy, pp. 98 ff.)
-
- 2/ 05- 日本人は働き過ぎか [*Nihonjin wa hatarakisugi ka*, 'Are the Japanese
Overworked?'] video;
労働関係の諸問題 [*roudou kankei no syomondai*, 'Various Labor-Related Issues']
(NK 500, pp. 140-151)
- 07- **Kanji/Vocab. Quiz 4** (長時間労働 article);
ミニ発表 4 : _____;
人間関係 [*ningen kankei*, 'Human Relations'] (BJ 3; handout);
敬語 [*keigo*, 'Honorifics'];
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- 2/ 12- ミニ発表 5 : _____;
Language style-related video;
名刺交換 [*meisi koukan*, 'Exchanging Business Cards'], etc.
- 14- **Kanji/Vocab. Quiz 5** (人間関係、敬語)
インターネットの世界 [*intanetto no sekai*, 'The Internet World'] (BJ 2 [Pre-reading Task, 1.1, 1.2; handout];
Internet activity in class (visit useful business- and language-related sites)
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- 19- **PRESIDENTS' DAY HOLIDAY**
20- **(MONDAY CLASS INSTRUCTION)**
ミニ発表 6 : _____;
計算 [*keisan*, 'Calculations' (exchange rate, stock, investment, etc.)] (BJ 8);
Stock market-related video, exercises
- 21- **MID-TERM EXAM (covering content through 2/14/07) -- Testing Center**
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- 26- 変化する日本の会社組織 [*henka-suru Nihon no kaisyu sosiki*, 'Japanese Business Organization in Transition'] (Readings on Japanese Society and Business, pp.124 ff.; handouts)
- 28- ミニ発表 7 : _____;
意思決定のしくみ [*isi kettei no sikumi*, 'The Japanese Decision-making Process'] (日本タテヨコ, p. 212; handout)
-
- 3/ 05- **Kanji/Vocab. Quiz 6** (変化する日本の会社組織、意思決定のしくみ articles);
企業買収、統治 [*kigyuu baisyuu, touti*, 'Corporate Acquisitions, Governance'] (NK 500, pp. 112-139)
- 07- ミニ発表 8 : _____;
KFC's Entry into Japan: a cultural case study (*The Colonel Comes to Japan* video);
Globalization, impact of "foreigners" in Japanese business (Tokyo Star Bank, etc.)
-
- 12- ミニ発表 9 : _____;
女性の社会進出 [*zyosei no syakai sinsyutu*, 'Working Women'] (A Bilingual Guide to the Japanese Economy, pp. 180 ff.);
Video, interviews with women in the workplace
- 14- **Kanji/Vocab. Quiz 7** (女性の社会進出 article);
ミニ発表 10 : _____;
世界景気と円相場 [*sekai keiki to ensouba*, 'The World Economy and the Yen Exchange Rate'] (朝日キーワード2000 [Asahi Keyword 2000], p. 88, 解説 [*kaisetu*, 'Commentary']);
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- 3/ 19- ミニ発表 1 1 : _____;
 スーパーストリートファイターII [*suupaasutoriitofaitaa tuu*, 'Super Street Fighter II']
 (case study, BJ 9.1);
 全日空・デルタ航空提携 [*Zennikkuu-Deruta Koukuu teikei*, 'ANA-Delta Air Lines Tie-Up'] (case study, BJ 9.2)
- 21- **Kanji/Vocab. Quiz 8** (スーパーストリートファイターII、全日空・デルタ航空提携);
 ミニ発表 1 2 : _____;
 フォルクスワーゲン・アウディ [*H(u)orukusuwaagen-Aud(e)i*, 'Volkswagen-Audi']
 (case study, BJ 9.3)
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- 26- ミニ発表 1 3 : _____;
 日産 [*Nissan*, 'Nissan'] (case study, handout);
 自動車産業国際再編 [*zidousya sangyou kokusai saihei*, 'International Restructuring of the Automobile Industry'] (朝日キーワード2000 [*Asahi Keyword 2000*], pp. 118-119)
- 28- **Kanji/Vocab. Quiz 9** (フォルクスワーゲン・アウディ、日産);
 財務諸表 [*zaimu syohyou*, 'Financial Statements'] (accounting-related case study);
 金利 [*kinri*, 'Interest Rates'] (economics-related case study, handout)
-
- 4/ 02- ミニ発表 1 4 : _____;
 高齢化社会への対応 [*koureika syakai e no taiou*, 'Dealing with an Aging Society']
 (A Bilingual Guide to the Japanese Economy, pp. 298 ff.)
- 04- ミニ発表 1 5 : _____;
Kanji/Vocab. Quiz 10 (財務諸表、金利);
 Student-nominated Topics, from NK 500 (TBA)
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- 09- **Oral presentations (individual projects)**
- 11- **Oral presentations (individual projects)**
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- 16- **Oral presentations (individual projects);**
 Final Exam (p)review (incl. 専門用語の漢字 [*senmon yougo no kanzi*, 'Kanji for Specialized Terminology'], BJ 6)
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Reading Days: 4/18-19 (W, Th)

FINAL EXAM: **Weds., 4/25/07**
5:45-7:45 p.m.
3068 JFSB

N.B.: Final examinations will be given at the times shown in the schedule. Examinations are not given early. The examination period is preceded by reading days, which give time for conscientious review, study, and synthesis of the semester's work. The reading and the examination periods are firmly scheduled parts of the semester; you must not make plans that interfere with these important academic activities. If illness or other uncontrollable circumstances prevent you from taking an examination at the scheduled time, you are responsible to inform the class instructor as soon as possible. Your instructor may give the grade [Incomplete](#), depending on the circumstances. The incomplete cannot be given unless you and your instructor together prepare a contractual agreement.

Sample of Text and Reference Materials for Japanese for Business Purposes

The following list is, by no means, meant to be an exhaustive list of resources for teaching and learning Japanese for business purposes (JBP). Indeed, for the advanced learner of JBP, for whom authentic materials should be used to the extent possible, there are few, if any, so-called “textbooks” or other pedagogically altered materials that seem suitable for the purposes of most such learners. Rather, the dictionaries, almanacs, newspapers, textbooks, guide books, and other reference materials listed below should be thought of as a source of articles, ideas, data, charts, etc. from which the teacher and learner can select in order to create “text materials” according to the topic guidelines suggested for their course. Individual teachers and learners may, of course, have access to, and prefer to use other, more useful materials, and may, according to their needs, also elect to cover topics different from those in the suggested list of topics given earlier. Both the outline of topics and the following list of published resources are offered only by way of suggestion, based on our experience in teaching JBP to advanced learners. Finally, it should be noted that several of the works listed below are revised and published annually (Imidasu, Asahi Kiiwaado, etc.) or, in the case of newspapers, daily. Only the most current editions of those in the possession of the author of this list are noted.

Akiyama, Nobuo and Carol Akiyama. 1994. *Japanese for the Business Traveler*. New York: Barron’s Educational Series, Inc.

Asahi Shinbun.

Asahi Shimbunsha, ed. 2006. *Asahi Shimbun Japan Almanac*. Tokyo: Asahi Shimbun Publishing Co.

Asahi Shimbunsha, ed. 2006. *Asahi Kiiwaado 2005*. Tokyo: Asahi Shimbun Publishing Co.

Asahi Shimbunsha, ed. 2002. *Asahi Kiiwaado: Keizai*. Tokyo: Asahi Shimbun Publishing Co.

Association for Japanese-Language Teaching (AJALT). 1991. *Reading Japanese Financial Newspapers* [Shinbun no keizaimen wo yomu]. Tokyo: Kodansha International Ltd.

Azuma, Shoji, Kunihiko Ogawa, and Hiroko Nishikage. 1995. *Nihon no Shakai to Keizai o Yomu* (Readings on Japanese Society and Business). Tokyo: Kenkyusha.

Azuma, Shoji and Ryo Sambongi. 2001. *Business Japanese*. Washington, D.C.: Georgetown University Press.

Daiyamondosha, ed. 1997. *Jiji Mondai no Kiso Chishiki '98*. Tokyo: Diamond, Inc.

Doi, Mami, Yumiko Kabasawa, Keisuke Maruyama, Junko Nonaka, Masahiro Onuma, Kazuo Yamamoto, and Tatsuya Yasui. 1991. *Talking Business in Japanese*. Tokyo: The Japan Times, Ltd.

Fujimori, Mitsuo and Motoko Nozawa. 1992. *For Learning the Japanese Language: An Introduction to Japanese Economics* [Nihongo de manabu Nihon keizai nyuumon]. Tokyo: Sotakusha Publishing Co., Ltd.

Fukuda, Takeshi. 1993. *Bijinesu Keigo ga Surasura Hanaseru Hon* [A book enabling you to use polite expressions fluently in business]. Tokyo: Kanki Publishing.

Gakken. 1985. *Japan As It Is* [Nihon tateyoko]. Tokyo: Gakken Co., Ltd.

Japan External Trade Organization (JETRO). 1984. *Doing Business in Japan* (Nihonjin to hataraku hoo). Tokyo: Gakuseisha Publishing Co., Ltd.

Joohoo Chishiki Imidasu 2006.

- Kikuchi, Masato. 2002. *A Systematic Approach to Business Japanese*. Lanham, MD: University Press of America.
- KIT Teaching Materials Development Group. 1990. *Japanese Business Vocabulary* (Bijinesu yoogo-shuu). Tokyo: Bonjinsha.
- Kusaka, Kei. 1993. *Nyuusha Sannen de Mi ni Tsukeru Shigoto no Kihon Nanajuu-nana* (77 basic rules of work to be acquired within 3 years of joining a company). Tokyo: Kanki Publishing.
- Makino, Noboru, chief ed. 1991. *Te ni Toru yoo ni Keizai ga Wakaru Hon* (A book for understanding economics clearly). Tokyo: Kanki Publishing.
- Mitsubishi Corporation. *Japanese Business Language: An Essential Dictionary*. London: KPI Limited.
- NHK Overseas Broadcasting Department Economic Project and Daiwa Institute of Research Co., Ltd., Economic Research Department. 1995. *A Bilingual Guide to the Japanese Economy* (Taiyaku: Eigo de hanasu Nihon keizai Q & A). Tokyo: Kodansha International, Ltd.
- Nihon Keizai Shimbunsha. 1993. *Nikkei-Keizai Kiji no Yomikata '93-nen-ban* (How to read the Nikkei economic articles '93 edition). Tokyo: Nihon Keizai Shimbun, Inc.
- Nikkei Shinbun*.
- Nippon Steel Corporation, Personnel Development Division. 1984. *Nippon: The Land and Its People* (Nippon: sono sugata to kokoro). Tokyo: Gakuseisha Publishing Co., Ltd.
- Nippon Steel Human Resources Development Co., Ltd. 1987. *Talking About Japan* (Nippon wo kataru). Tokyo: ALC Press Inc.
- Nissan Motor Co., Ltd., International Division. 1984. *Business Japanese*. Tokyo: Bonjin Co., Ltd.
- Nissan Motor Co., Ltd., International Division. 1985. *Business Japanese II*. Tokyo: Gloview Co., Ltd.
- PHP Research Institute, ed. 1993. *Shitte-iru yoo de Shiranai Bijinesu Kihon Ruuru 100* (100 basic rules of business we seem to know but don't). Tokyo: PHP Institute, Inc.
- Saito, Takenori, ed. 1993. *Keieigaku Zeminaaru* (Management seminar). Tokyo: Nihon Jitsugyoo Shuppansha.
- Top Language. 1993. *Practical Business Japanese: 10 Chapters to Success* (Jitsuyoo bijinesu Nihongo -- seikoo e no jisshoo). Tokyo: ALC Press Inc.