

授業科目名(英文名) / Course title	経営学特論				
担当教員(所属) / Instructor	馬 駿(経済学部経営学科)				
授業科目区分 / Category	専門教育科目 グローバルSDGs専門科目				
地域課題解決型人材育成プログラム科目 / COC+Course	-	授業種別 / Type of class	講義科目		
開講学期曜限 / Period	2022年度 / Academic Year 第1ターム / Term 1 火/Tue 3	対象所属 / Eligible Faculty	持続可能社会創成学環(修士課程) グローバルSDGsプログラム / Graduate School of Sustainability Studies Graduate Program in Global Sustainability Science		
時間割コード / Registration Code	D43305	対象学年 / Eligible grade	1年	単位数 / Credits	1単位
ナンバリングコード / Numbering Code					
連絡先(研究室、電話番号、電子メールなど) / Contact					
オフィスアワー(自由質問時間) / Office hours					
Moodleコース統合時間割コード / Moodle course join Registration Code	D43305				
Moodleコース登録教員名 / Moodle course registered Instructor					
MoodleコースURL / Moodle course URL	https://lms.u-toyama.ac.jp/course/view.php?idnumber=2022_D43305				
各種教育プログラム1 / Various Educational programs1					
各種教育プログラム2 / Various Educational programs2					
各種教育プログラム3 / Various Educational programs3					
各種教育プログラム4 / Various Educational programs4					
各種教育プログラム5 / Various Educational programs5					
リアルタイム・アドバイス / Real-time advice	更新日				
In the first session, guidance will be given on class content, schedule, course materials, etc.					
授業のねらいとカリキュラム上の位置付け(一般学修目標) / Course Objectives	教育目標 / Educational Goals				
<p>Management is a practical discipline that focuses on how a company can achieve its business goals in a dynamic and rapidly changing environment by using various resources, such as goods, money, people, and information. It has often been noted that just because one company succeeds, this does not necessarily mean that other companies can also succeed by imitating it. However, many people fail to deeply analyze the reasons for this phenomenon because they do not have a deep understanding of the logics of the management.</p> <p>The purpose of this class is to study not only the theory of corporate strategy and organizational management, but also to understand the logic of the relationships between the various elements of management through case studies. Furthermore, students will discuss how to formulate strategies and design organizations for the sustainable growth of a company.</p>					
達成目標 / Course Goals					
The goal of this class is to give students a correct grasp of the following three topics:					
<ol style="list-style-type: none"> 1. Basic theories of corporate strategy and organizational management 2. Relationship between strategy and organization 3. Sustainable growth of a company and building organizational capabilities 					
授業計画(授業の形式、スケジュール等) / Class schedule					

This class is designed to rotate between lectures and discussions. Students will study theories related to management strategy in the first half and theories related to organizational management in the second half. The class will focus on one topic every other session, first through a lecture and then through a case study to give a deeper understanding. Specifically, the class will proceed as follows:
 Session 1: Relationship between markets and firms
 Session 2: Case study (1)
 Session 3: Market competition and corporate strategy
 Session 4: Case study (2)
 Session 5: Organizational structure
 Session 6: Case study (3)
 Session 7: Relationship between strategy and the organizational structure
 Session 8: Case study (4)

授業時間外学修（事前・事後学修） / Independent Study Outside of Class

Class participation requires reading the lecture materials specified or distributed before the class. In addition, reports will be regularly assigned. Failure to submit reports may result in denial of permission to attend the class. (Students are required to study about 3 hours before the class and about 4 hours after the class.)

キーワード / Keywords	Corporate strategy, Organizational economics, Organizational structure, Organizational capabilities, Transactional relationships, Knowledge creation, Innovation, Incentives, Coordination
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履修上の注意 / Notices	1. Prepare to discuss the class content before class 2. Actively participate in class discussions.
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教科書 / Required Text

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参考書 / Required Materials

Economics of strategy / David Besanko ... [e... Wiley Custom, c2017<[https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os\[isbn\]="1119378761">](https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os[isbn]=), Economics, Organization and Management, Paul Milgrom, John Roberts, 1992<[https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os\[isbn\]="0132246503">](https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os[isbn]=), 戦略の経済学 / デイビッド・ベサンコ, デイビッド・ドラ... ダイヤモンド社, 2002.12<[https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os\[isbn\]="4478374201">](https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os[isbn]=), 組織の経済学 / ポール・ミルグロム, ジョン・ロバーツ著... NTT出版, 1997.11<[https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os\[isbn\]="4871885364">](https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os[isbn]=), 日本のものづくりの底力 / 藤本隆宏, 新宅純二郎, 青島矢一編著,... 東洋経済新報社, 2015.2<[https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os\[isbn\]="4492522123">](https://opac.lib.u-toyama.ac.jp/opc/xc/search/%2A?os[isbn]=)

教科書・参考書に関するその他通信欄

成績評価の方法 / Evaluation	Contribution to class discussions (50%) + Report (50%) The following criteria will be used to assess student performance: (1) Correct understanding of the assigned topic (2) Ability to correctly explain relevant theories, etc. (3) Logically explanation of ideas related to the issues. (4) Use of proper methods to verify ideas using case studies and data. Note: One unexcused absence may result in a failing grade.
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関連科目 / Related course

リンク先URL / URL of syllabus or other information	
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備考 / Notes

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授業追加情報 / Course add information

使用言語 / Language	日本語, English
アクティブ・ラーニングの実施 / Active learning	実施あり
アクティブラーニングの実施内容 / Contents of Active learning	Case Study
実務経験教員科目 / Work Experience teacher's subjects	
データサイエンス科目 / Data Science subjects	
他学部・他研究科等学生の履修可否 /	registrable