

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Japanese Business and Culture
Name of the subject in English:	Japanese Business and Culture
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-JABUCU-03-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

As Japanese companies increasingly internationalize, businessmen everywhere are becoming more involved in and challenged by negotiations with the Japanese. The module aims to examine all the background factors that might influence negotiation, and tries to give an inside look how the Japanese people negotiate, revealing the hidden dynamics of Japanese business communication. The module also gives an overview about Japanese business environment and sets out guidelines for more effective negotiations with the Japanese. Students will be able to use and understand some basic Japanese language and will also understand the historical and, economic background of Japan which has shaped the way of thinking and living of the Japanese people until the present times. Students will have a wider perspective on the various branches of the Japanese business life. Students will be able to understand the thinking behind doing business with Japanese business partners and better assess typical communication gaps arising from differences in business practices.

SUMMARY OF THE CONTENT OF THE SUBJECT

As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language.

This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The course applies a multidisciplinary approach requiring students to actively participate in class work, for example answer questions, reflect, etc. Students are required to do and understand readings, compare and critically analyse traditions and cultures.

On the basis of their understanding of concepts and familiarity with events and facts they should recognize, identify and categorize stereotypes, analyse and understand the differences of Japanese and non-Japanese business practices.

EVALUATION OF THE SUBJECT:

Students have to do individual research related to the Japanese business culture. Students present their findings in a form of a report and PPT presentation

Individual report - background research for the presentation

Students are to hand in a written report of 800-1,000 words summarizing and reflecting on a specific subject which is related to the Japanese business culture.

Individual presentation:

The content of the report is then presented to the class in the form of a 15-minute PPT presentation.

MARKING CRITERIA FOR PRESENTATIONS & HOME ASSIGNMENT

INDIVIDUAL REPORT

Style & Language of the Home Assignment	25%
Research of the topic	25%
Relevance of the topic	25%
Structure of the Home Assignment	25%

INDIVIDUAL PRESENTATION

Workshop of the Presentation	25%
Content of the Presentation	25%
Delivery & Visuals	25%
Structure of the Presentation	25%

The end-of-semester mark comes from the average of the presentation, and the written report.

Grading:

0-59% -	Fail (1)
60-69% -	Pass (2)
70-79% -	Satisfactory (3)
80-89% -	Good (4)
90%-	Excellent (5)

OBLIGATORY READING LIST:

- Takei, Isao: *Japanese business culture and practices : a guide to twenty-first century Japanese business protocol.* , 2018

RECOMMENDED READING LIST:

- Harding, Christopher, : *Japan story : in search of a nation, 1850 to the present.* Penguin Books, 2018
- Mente, Boyé Lafayette de: *Etiquette guide to Japan : know the rules that make the difference!.* Tuttle, cop. 2008