

## シラバス

シラバス 2012 年度の講義概要のデータベースを検索します。

■学部・研究科	商	■時間割コード	40923
■科目名 サブテーマ	ケーススタディ	■授業形態/単位	夏集/2
		■クラス	
■担任者名	マーク・パリー	■曜限	他
■授業概要・ 到達目標	■授業概要		
	<p>Launching New Products and Services</p> <p>We will discuss 4 cases focusing on key aspects of the launch process, including product strategy, pricing strategy, distribution strategy, and communication strategy. The selected cases include two internet retailing firms (Amazon.com and Outpost.com) and one service firm (Discover Brokerage).</p> <p>The course will be a combination of lectures and case discussion. Each day will contain a case discussion and several lectures. In addition, we will have two sessions devoted to team presentations. Students are expected to carefully read the cases before class, answer the discussion questions, and be prepared to discuss their answers in class.</p>		
	■到達目標		
This course is designed to provide students with an introduction to the new product launch process through case studies of American companies.			
■授業計画	■授業計画		
	<p>8/03 (Friday) 10:40-17:30 (4 sessions) Jeff Bezos and Amazon.com: positioning and product strategy</p> <p>8/06 (Monday) 10:40-17:30 (4 sessions) Discover Brokerage: positioning (continued) and price strategy</p> <p>8/07 (Tuesday) 10:40-17:30 (4 sessions) Outpost.com: communication strategy</p> <p>8/08 (Wednesday) 14:40-19:30 (2 sessions + exam) Word-of-Mouth communication strategy (cont.) + Final Exam</p>		
	■授業時間外学習		
<p>Preparation Before the Course Begins</p> <p>Because this course is very concentrated, it is necessary to complete some of the homework assignments before class begins.</p> <p>* It is very important to read the four cases before our course begins.</p> <p>* In addition, there will be a team assignment. This assignment will ask you to pick a new product introduced in Japan and analyze that product. We will discuss your analyses in class. These homework assignments are due July 15, 2011.</p>			
■成績評価 の方法・基準	■成績評価の方法		
	<p>定期試験を行わず、平常試験(小テスト・レポート等)で総合評価する。 Class participation 50%, Final exam 50%</p> <p>Your homework assignments will be counted as part of your class participation grade.</p>		
	■成績評価の基準		
Minimum final grade of getting credit for this course is 60%.			
■教科書	Materials for this course (business cases) will be provided from the office of Center for Academic Affairs (Kyoumu Center) in advance. The more details will be announced on the Academic Information System.		
■参考書			
■備考	More details on this course will be announced online or via email a couple of months before the class starts by Professor Tomoko Kawakami who is one of the BLSP professors. Students are asked to follow her instruction carefully and complete the required assignments above by the due.		