

Japanese 404 Advanced Language and Cultural Studies IV
Business Japanese

Instructor:

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Class time:

Tuesday and Thursday 1:00-2:15

1. Course description:

Prerequisite of this course is Japanese 401. We expect that students who finished JPN401 should be able to converse in Japanese with ease for non-technical topics and function as an educated person in authentic Japanese settings. For these students, this course will help them to sophisticate their language and carryout activities culturally appropriate ways in business settings.

For smooth interpersonal communication, students should have good skills for handling everyday situations such as apologizing, making requests, saying “no” and declining politely, etc. In addition, students must be aware of special needs and practice to apply these skills in a business environment to present themselves as professionals. Be sensitive of where you are speaking and to whom you are speaking!

The first step is to master how to figure out the predetermined relationship between you and other people in a business setting and then reflect the relationship in the form of speech. We will work throughout of the semester to make your Japanese more appropriate and functional culturally with series of language training and gain the knowledge of Japanese business protocol.

To broaden students’ perspectives into contemporary business practices and trends in Japan, we will examine how Japanese companies and the government conduct “eco-related business” throughout the course. Topics of the student final course project (written and oral) should be chosen in this theme. After this course, students are expected to recognize and act with their sensitivity to sustainable way of life.

2. Objectives:

a. Speaking -- We will focus on how language formality and honorific language (Keigo) are used in corporate environments. As a learner of Japanese at the intermediate-mid/high level, students must be keenly aware of the language usage with socio-linguistic understanding in discourse. Role plays, phone conversations

and other activities will simulate actual business situations to enable students to use the correct form in appropriate settings. In addition to practices for individual interactions, students will conduct mini oral presentations and a final course project in rather formal language.

b. Reading and Listening –Students will read passages to gain knowledge about Japanese business cultures and protocol. In addition, to improve their reading and listening comprehension, we will use an internet news site for Tokyo Broadcasting System (TBS). It is important for students to be familiar with current issues and news in Japan. (<http://news.tbs.co.jp>) Taking advantage of having both audio and scripts in Japanese, students can improve their ability to read kanji and expand their kango vocabulary which is necessary to discuss topics in social, political, and economic fields. Translation exercises will be included as homework assignment.

c. Writing – Each student will prepare his/her e-portfolio throughout the semester which includes their C.V. in Japanese and other documents to present themselves in a professional manner. Be aware that formats are very different from the American ones. Student will also practice writing e-mail messages followed by the business protocol.

The following is the syllabus in Japanese which will be provided to students.

日本語 404 上級日本語文化コース
ビジネス日本語

教師：武田典子

オフィス：#316 Modern Languages Building

ロシア／東アジア言語文化学科

連絡先: ntakeda@emory.edu / 404-727-2518

授業時間と教室：

火曜／木曜 1時から2時15分 @キャラウエイ S101

1. コース概要と特徴

このコースは、日本語401を終了した学生かインストラクターの許可がある学生が取れるコースである。日本語401を終了した学生は、日常会話ができるレベルで、日本の文化的な状況において、日本語学習者として振る舞えるようになっていなくてはならない。このような学生にとって、このコースはさらに日本語を上達させ、ビジネスの環境においても言語的に、そして文化的に正しく対処できるように学習していく予定である。

このコースでは、発表のスキルも身につけていきたい。特に、ビジネスがトレンドを作る例として、日本の「エコビジネス」をテーマにして、学生が授業内で短い発表を行っていく。特に、「衣 食 住」にフォーカスをあて、どのように日本企業が「エコビジネス」を展開しているか

見て行く。コースプロジェクト（発表／レポート）のトピックも「エコビジネス」になる。コース終了後は、学生が「エコ」に敏感になり、「エコ」的なライフスタイルで生活するようになるように期待する。

2. コースの目的

話す事に関して：

まず、敬語を実際に使えるレベルまで上達させる事をゴールにしたい。そして、人間関係を重んじるビジネス界でのコミュニケーションに際し、「断定的な言い方」をさけ、「間接的な言い方」で会話する事を学んで行く。この授業ではロールプレイ、社内会話、電話での会話などビジネス環境に応じた日本語の使い方の基礎をつくっていく。その他、ミニ発表やコースプロジェクトの発表をしながら、発表する時のスキルも学んでいく。2-3人のゲストをアトランタのビジネスコミュニティーからお願いする予定。

読む事と聞くことに関して：

まず、読み物を通して日本のビジネスに関係する基礎的な習慣と知識を学んでいく。例えば、「系列（けいれつ）」、「名刺の重要性」「根回し」などがその例である。その他に、TBS ニュースのインターネットサイト(<http://news.tbs.co.jp>)を見ながら、「漢語」の数を増やしていく。このサイトは、音とサブタイトルがついているので、聞く練習にもなる。

書く事に関して：

学期を通して、Eポートフォリオを作成する。履歴書 (C.V.)や自己紹介などを入れて、自分を紹介できるようなサイトを作る。日本的なフォーマットで自分をアピールするやり方を学ぶ。

3. Course materials:

Getting Down to Business: Japanese for Business People by Yoneda, Fujii, Shigeno, and Ikeda. Published by 3A Corporation. ISBN 978-4-88319-401-8 C 0081.

Tokyo Broadcasting System, News Portal Site: <http://news.tbs.co.jp>

Nihon Keizai Shinbun: <http://www.nikkei.com/>

<http://e.nikkei.com/e/fr/freetop.aspx> (English version)

SankeiBiz: <http://www.sankeibiz.jp>

4. Evaluation:

Homework and participation	20%
Quizzes (7 times)	35%
Group presentations (2 times)	10%
Course project (individual oral presentation)	15%
Course project (written report)	10%
E-Portfolio in Japanese	10%

****Students will present course projects related to business with the theme of sustainability.**

5. Class rules:

Class Participation: Classroom participation is crucial in achieving the course objectives. Use of Japanese is mandatory. If students have questions which they cannot address fully in Japanese, please see the instructor individually during her office hours.

Attendance: Students are expected to attend every class. However, they will not be penalized for the first absence. If students are absent from class two or more times, their course grade will be lowered by one grade (B → B-). The following are examples of legitimate excuses: serious sickness, medical emergency, major accident or disaster, court order, religious holiday, and job interview (seniors only). You need to submit written proof before you miss classes (except for emergency and accident cases).

Make-Up Quizzes and presentations: If students miss a quiz or presentation due to an excused absence, they may make it up without penalty. If students miss a quiz or presentation without any legitimate excuse, they may make up the test, but the recorded score will be 70% of your actual score.

Cell Phone and Electronic Device Policy: Cell phones should be silent during class sessions. Electronic devices are not to be used unless permitted by the instructor in advance. Text messaging is not allowed during class.

6. Academic Honesty: The Honor Code is an official component of College policy and outlines the responsibility of all members of the academic community with respect to academic integrity. Article V of the Code states:

It is the responsibility of every member of the faculty and student body to cooperate in supporting the Honor system. On pursuance of this duty any individual, when he or she suspects that academic misconduct has occurred, shall report this suspected breach to a member of the Honor Council, a faculty advisor to the Honor Council, or the Dean of the College.

Faculty and students must meet this responsibility. A faculty both knowledgeable and supportive of the Honor Code is necessary to maintain the academic integrity of our institution. The instructor will notify any suspicious case to the Honor Council immediately and proceed with a formal investigation.

7. Students with Disabilities: Students with disabilities are advised to register with the Office of Disability Services (ODS) and notify the instructor about their special needs. Please contact ODS at the beginning of the semester. Call 404-727-6016 or see <http://www.emory.edu/EEO/ODS>.

Schedule

JPN402 Business Japanese: **Contents related to sustainability are in bold.**

Class Orientation; overview of class format and assignments; discuss the theme of sustainability

Week 1

Tues.: a. TBS News Video Clip #1
b. Writing your Japanese C.V. & self-introduction in the Japanese format
c. How to address people in a workplace

Thurs.: a. TBS News Video Clip #2
b. Writing your Japanese C.V. & self-introduction in the Japanese format
c. Reading passage (Japanese business cards)

Week 2

Tues.: a. Text Chapter 1 (Introductions) / Stage 1 and 2
b. class guests: Japanese MBA students from Goizueta Business School
Topic: the structure of Japanese industry including *Keiretsu*

Thurs.: a. TBS News Video Clip #3
b. Text Chapter 1 (Introductions) / Stage 3
c. **What is “Cool-Biz”? Who started it? (group presentation)**

Week 3

Tues.: a. TBS News Video Clip #4
b. **“Cool-Biz and Super Cool-Biz” in fashion industry (group presentation)**
c. Quiz #1

Thurs.: a. TBS News Video Clip #5
b. Text Chapter 2 (Greetings) / Stage 1 and 2
c. Reading passage (Importance of greetings)
d. **Traditional “Eco” in 2011 (group presentation)**

Week 4

Tues.: a. TBS News Video Clip #6
b. Text Chapter 2 (Greetings) / Stage 3
c. **“My-hashii” movement and beyond (group presentation)**

Thurs.: a. TBS News Video Clip #7
b. **“Eco-goods” business (group presentation)**
<http://mottainai-shop.jp/>
c. Quiz #2

Week 5

Tues.: a. TBS News Video Clip #7

- b. Japanese e-mail protocol in business
- c. Text Chapter 3 (Permission) / Stage 1 and 2

- Thurs.: a. TBS News Video Clip #8
- b. Writing e-mail for various tasks in business
 - c. Text Chapter 3 (Permission) / Stage 3
 - d. Reading passage (taking a vacation day)

Week 6

- Tues.: a. TBS News Video Clip #9
- b. **Buying fresh organic vegetables on line (group presentation)**
www.oisix.com
 - c. Quiz #3

- Thurs.: a. TBS News Video Clip #10
- b. **Chisan-chisho: Food mileage in Japan (group presentation)**
 - c. Text Chapter 4 (Requests) / Stage 1 and 2

Week 7

- Tues.: a. TBS News Video Clip #10
- b. Text Chapter 4 (Requests) / Stage 3
 - c. Reading passage (making a connection)
 - c. **Restaurant business and “eco” movement (group presentation)**

- Thurs.: a. TBS News Video Clip #11
- b. Quiz #4
 - c. **“Eco-tour” business in Japan (group presentation)**

Week 8

- Tues.: a. TBS News Video Clip #11
- b. Text Chapter 5 (Inviting) / Stage 1 and 2
 - c. **Convenience store and “Eco”: Case study of Seven-Eleven (group presentation)**

- Thurs.: a. TBS News Video Clip #12
- b. Text Chapter 5 (Inviting) / Stage 3
 - c. Reading passage (social life after 5:00 pm)
 - d. **Supermarket and “Eco”: Case study of Jusco (group presentation)**

Week 9

- Tues.: a. TBS News Video Clip #12
- b. Quiz #5
 - c. guests from the local Japanese business community

- Thurs.: a. TBS News Video Clip #13
- b. Text Chapter 6 (Telephoning) / Stage 1 and 2

c. Preparation for natural disaster as new business: (group presentation)

Week 10

Tues.: a. TBS News Video Clip #14

b. Text Chapter 6 (Telephoning) / Stage 3

c. Reading passage (“uchi” no kaisha)

d. Creating company’s images with “Eco” (group presentation)

Thurs.: a. TBS News Video Clip #15

b. Quiz#6

c. Contribution toward sustainable society by private companies

Week 11

Tues.: a. TBS News Video Clip #16

b. Text Chapter 7 (Appointment) / Stage 1 and 2

c. Reading passage (visiting other companies)

d. Toyota’s contribution toward “eco” society (group presentation)

Thurs.: a. TBS News Video Clip #17

b. Text Chapter 7 (Appointment) / Stage 3

c. Housing industry and “eco” (group presentation)

Week 12

Tues.: a. TBS News Video Clip #17

b. Text Chapter 8 (Proposals and Offers of Help) /Stage 1-3

Thurs.: a. Reading passage (the concept of “nemawashi”)

b. introducing the topics of individual final presentation to classmates

c. summary of the course

Week 13

Tues. and Thurs.: final course presentation: Japanese business in sustainability

Week 14

Tues.: final course presentation: Japanese business in sustainability

Thurs.: course evaluation