

	CourseNo.	Course Title	Instructor	Required?	Title	Edition	Author	Publisher/Year	ISBN	1st Price	2nd Price
Elective	ACT4080	International Taxation	Lee	No							
	ACT4110	Managerial Accounting	Lee	Yes	Managerial Accounting : Creating Value in a Dynamic Business Environment	12th	Hilton, R. and Platt, D	McGraw-Hill 2020	9781260566390	¥7,300	¥7,600
	FIN4200	Risk Management	Chuang	No							
	FIN4470	Quantitative Investment and Machine Learning	Chuang	No							
	ITC4130	Digital Business Transformation	Aung	No							
	ITC4150	AI for Business	Aung	No							
	JDP4050	Japanese Employment Practices and Human Capital Accumulation	Yokose	No							
	JDP4060	Business Leaders in Japan	Kikkawa	No							
	JDP4070	Monozukuri (Manufacturing) Management in Japan	Fujimoto/ Heller/ Higashi/ Yasumoto/ Fukuzawa/ Yokozawa	Yes	Industrial Competitiveness and Design Evolution	1st	Fujimoto, Ikuine	Springer 2018	9784431551447	¥9,000	¥9,300
	JDP4110	Development of Japanese Industries	Funabashi	No							
	JDP4120	Agriculture Business and Policy in Japan	Yamaguchi/ Yokose	No							
	MCM4100	Business Presentation	Ahmed	Yes	Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds	Unabridged ed	Carmine Gallo	Macmillan 2014	9781447261131	¥1,500	¥1,800
	MGT4540	Competing in Emerging Markets	Zhang	Yes	Doing Business in Emerging Markets	2th	S Tamer Cavusgil	SAGE Publications	9781849201544	¥6,900	¥7,200
	MGT4550	Leadership	Yokose	No							
	MGT4570	Human Resource and Global Talent Management	Hirose	Yes	Human resource management: gaining a competitive advantage	12th	Noe, R. A., Hollenbeck, et al.	McGraw-Hill	9781260570748	¥5,800	¥6,100
	MGT4570	Human Resource and Global Talent Management	Hirose	Yes	*(Ebook) Human resource management: gaining a competitive advantage	12th, Ebook	Noe, R. A., Hollenbeck, et al.	McGraw-Hill	9781260589566	¥5,000	¥5,300
	MGT4620	Chinese Management	Zhang	No							
	MGT4700	Strategies for Digital Disruption	Wakayama	No							
	MKG4260	Consumer Behavior and Digital Marketing	Comai	No*							
	MKG4270	Marketing Research	Akareem	Yes	Marketing Research: An Applied Orientation	Global Ed	Naresh Malhotra	Pearson 2019	9781292265636	¥6,800	¥7,100
MKG4300	Strategic Brand Management	Akareem	Yes	Strategic brand management : building, measuring, and managing brand equity	5th	Kevin Lane Keller, V. Swaminathan	Pearson 2020	9781292314969	¥6,800	¥7,100	
OPR4150	Supply Chain Management	Li	Yes	Supply Chain Management: Strategy, Planning, and Operation	7th Int.	Sunil Chopra	Pearson 2019	9781292257891	¥6,800	¥7,100	
OPR4170	Managing Product Development	Li	Yes	Product Design and Development	7th	Karl T. Ulrich, Steven D. Eppinger	McGraw-Hill 2020	9781260566437	¥6,300	¥6,600	

*Ebook has a limited usage period (about 2 years). We recommend purchasing a paperback edition.

*Though the required textbooks are described in the syllabus below, you don't need to purchase them.

MKG4260 Consumer Behavior and Digital Marketing