

Textbook list for Spring 2022

CourseNo.	Course Title	Instructor	Required?	Title	H/P	Author	Publisher/Year	ISBN	1st Price	2nd Price
ACT1020	Managerial Accounting	Lee	Yes	Managerial Accounting: Creating Value in a Global Business Environment	12th, Int'l ed.	Hilton, R. and Platt, D	McGraw-Hill, 2020	9781260566390	¥8,400	¥8,700
FIN1010	Corporate Finance	Chuang	No							
MGT2310	Leadership	Yokose	No							
MGT2210	Strategies for Digital Disruption	Wakayama	No							
FIN3040	Derivatives and Risk Management	Chuang	No							
ITC2030	AI for Business	Aung	No							
ITC3010	Japan's Frontier of Digital Society	Sakurai	No							
JDP2010	Development of Japanese Industries	Funabashi	No							
JDP2030	Monozukuri (Manufacturing) Management in Japan	Fujimoto/ Heller	Yes	Industrial Competitiveness and Design Evolution	1st	Fujimoto and Ikuine	Springer, 2018	9784431551447	¥15,500	¥15,800
JDP3020	Japanese Employment Practices & Human Capital Accumulation	Yokose	No							
JDP3040	Business Leaders in Japan	Kikkawa	No							
JDP3060	Agriculture Business and Policy in Japan	Yamaguchi/ Yokose	No							
MGT2010	Human Resource & Global Talent Management	Hirose	Yes	Human Resource Management	12th	Raymond Noe	McGraw-Hill, 2020	9781260570748	¥6,400	¥6,700
MGT2060	Competing in Emerging Markets	ZhangZhang	Yes	Doing Business in Emerging Markets	3rd	Cavusgil ...[et.al]	SAGE Publications	9781526494559	¥7,500	¥7,800
			Yes	Leadership of Chinese Private Enterprises: Insights and Interviews	1st ed.	Tsui, Zhang, Chen	Palgrave Macmillan	9781137402332	¥26,500	¥26,800
MGT2340	Business Presentation	Ahmed	Yes	Talk Like TED		Carmine Gallo	St Martins, 2014	9781250041128	¥1,900	¥2,200
MKG2020	Strategic Brand Management	Akareem	Yes	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5th	Keller, Swaminathan	Pearson, 2019	9781292314969	¥7,600	¥7,900
MKG2040	Customer Relationship Management	Akareem	Yes	R For Marketing Research and Analytics (Use R!)	2nd ed.	C. Chapman and Feit	Springer, 2019	9783030143152	¥9,800	¥10,100
				Strategic Customer Management: Integrating Relationship Marketing and CRM		A. Payne	Cambridge Univ. Press	9781107649224	¥7,200	¥7,500
MKG3010	Digital Marketing and Customer Journey	Comai	No							
OPR3040	Essentials of Supply Chain Management	Li	Yes	Supply Chain Management: Strategy, Planning, and Operation	Global Ed.	Sunil Chopra	McGraw-Hill, 2019	9781292257891	¥7,000	¥7,300
OPR3010	Digital Supply Chain Management	Roig	No							