

COURSE SYLLABUS

AP/JP3751 3.0 – Japanese Business Culture and Communication
Japanese Section, DLLL, Faculty of Arts and Professional studies
Fall 2025

INSTRUCTOR INFORMATION

Instructor: Norio Ota, Associate Professor (teaching)
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COURSE IDENTIFICATION

Course Number: AP/JP3751 3.0
Course Name: Japanese Business Culture and Communication
Course Location: TBA
Class Times: MW 11:30 – 13:00
Prerequisites: AS/JP2700 6.0 or Concurrent

COURSE DESCRIPTION/OVERVIEW

[Short] Examines characteristics of Japanese corporate culture and aspects of management styles as well as patterns of Japanese communication styles, drawing on concepts from linguistics, communication, and cultural studies.

[Long] This course examines characteristics of traditional Japanese corporate culture and aspects of management styles as well as patterns of Japanese communication styles, drawing on concepts from linguistics, communication, and cultural studies first. After students become familiar with the well-documented characteristics, focus will be on two cases of joint ventures, CAMI (GM-SUZUKI) in Canada and NUMMI (GM-TOYOTA) in the US based on Ota's experience of working as a cross-cultural consultant in the former. In the second part of the semester, recent changes in business culture of Japan including new global strategies, such as hiring a foreign CEO, taking over businesses abroad, diversification and positive and negative results. Large corporations for discussion include Panasonic, Sony, Hitachi, Toshiba, Sharp, Toyota, Honda, Nissan. Students are expected to examine new corporate culture in their own countries and compare it with the one of Japanese. Lively discussion and exchange of ideas are strongly encouraged. The final grade is based on attendance, research oral presentation and a short research term paper.

COURSE RESOURCES

Course Website(s)

- <https://buna.yorku.ca/japanese/jp3751.html>
- eClass (TBA)

Required Course Reading

- [References](#)

COURSE LEARNING OBJECTIVES

Upon successful completion of this course, students will be able to

- Analyze cross-cultural issues in business environment from diverse perspectives.
- Compare and contrast the strategies adopted by Japanese corporations and north American counterparts.
- Identify the current issues in world trade, joint venture, merger, takeover, etc.
- Apply knowledge to actual working environment mainly in Japanese corporations.

EXPERIENTIAL LEARNING OPPORTUNITIES

- Guest speakers
- Field trip

GRADING SCHEME

Letter Grade	Percentage	Grade points/credit	Rating
A+	90 - 100	9	Exceptional
A	80 - 89	8	Excellent
B+	75 - 79	7	Very good
B	70 - 74	6	Good
C+	65 - 69	5	Competent
C	60 - 64	4	Fairly Competent
D+	55 - 59	3	Passing
D	50 - 54	2	Marginally Passing
E	40 - 49	1	Marginally Failing
F	0 - 39	0	Failing

GRADING POLICY

Grades will be based on the following:

Course Component	Percentage
Final paper	60
Individual presentation	20
Class attendance/participation	20
Total	100

LATE ASSIGNMENTS

No make-ups except in case of emergency such as severe illness [supported by a medical certificate], automobile accidents, death in the family [a letter is required from an appropriate person], and other similar situations. If you miss a test or quiz without any reasonable explanation, you will receive a grade of zero. Written assignments must be handed in by the due day. No late assignments will be accepted except in case of emergency stated above. These policies are observed stringently.

COURSE POLICIES

- * Any form of abuse, physical, psychological, or verbal, will not be tolerated.
- * 'Political Correctness' should be adhered to as a guiding principle.
- * Private talking should be kept minimal.
- * Cellular phones and pagers must be turned off except for emergency situations.
- * Only drinks are allowed, no eating or chewing gum.

ACADEMIC HONESTY RULES

Specific course rules or policies regarding cheating, plagiarism, fabrication, and/or facilitation of academic misconduct.

Students may discuss homework assignments (if authorized) but are expected to individually work/write/solve all submitted work. All authorized resources used, including but not limited to internet sites, should be appropriately cited. Please restrict all use of cell phones and/or other electronic devices during class to course-related activities. The focus of class time should be interaction between students, and with the instructor. Any other unauthorized activities are likely to be distracting to other students and the instructor. To maintain academic integrity and standards, academic misconduct may result in an appropriate conduct sanction/educational condition(s) and/or in an academic penalty (lower grade/failing grade) imposed by the faculty.

For more details on academic integrity, please review the [Academic Honesty Policy](#) of York University

COURSE SCHEDULE (tentative)

Week 1

W 9/5 Course introduction
Introduction to Japanese culture

Week 2

M 9/10 Introduction to Japanese business culture 1
W 9/12 Introduction to Japanese business culture 2

Week 3

M 9/17 Policies, strategies and governance of Japanese corporations 1
W 9/19 Policies, strategies, and governance of Japanese corporations 2

Week 4

M 9/24 Japanese business in international/global contexts 1
W 9/26 Japanese business in international/global contexts 2

Week 5

M 10/1 Joint ventures 1
W 10/3 Joint ventures 2

Week 6

M 10/8 Joint ventures 3
W 10/10 Joint ventures 4

Week 7

M 10/15 Guest speaker's talk
W 10/17 Feedback and discussion

Week 8

M 10/22 Rise and fall of major Japanese corporations 1
W 10/24 Rise and fall of major Japanese corporations 2

Week 9

M 10/29 Research presentation 1
W 10/31 Research presentation 2

Week 10

M 11/5 Research presentation 3
W 11/7 Research presentation 4

Week 11

M 11/12 Non-Japanese CEO's in Japanese corporations 1
W 11/14 Non-Japanese CEO's in Japanese corporations 2

Week 12

M 11/26 Future prospect 1
W 11/28 Future prospect 2

Week 13

M 12/3 Working in Japanese corporations
W 12/5 Review discussions