

Japan Studies Institute 2016

Project Summary

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Japan is a great country in which to design an application project to be integrated into the undergraduate international business curriculum at Delta State University. I plan to use the information and knowledge learned during the Japan Studies Institute this summer to design my International Business course project with Japan as the country of interest.

The project in the International Business course will require the students to develop a business opportunity in Japan. The premise of these business opportunities will be varied in order to allow students to make choices based on interests. Examples of these business opportunities include, but are not limited to, conducting art shows, concerts, eco tours, historical tours, business connections, and so forth.

The project will require students to develop a modified business plan in which they must consider concepts that are discussed in the international business course such as culture, legal issues, trade theories, exchange rates, marketing, and human resources, to name a few. Students will apply these theories to the business venture they have selected and will develop the plan of what is needed, and how to make it occur, to make the business viable.

The result of the project will increase students' awareness of issues conducting business in an international environment and in Japan in particular. Thus, the context of a globalization multicultural world and inspire them for further exploration regarding Japan.