

科目授業名 Course Title	Social Businesses in Japan		
担当者 Instructor	STANISLAWSKI Sumire		
開講期 Semester/Year	2016 SPRING	曜日・時限 Timetable	Mon 3 Thu 3
教室 Room	242	単位数 Credits	4.0
授業コード Class Code	B3183001E1	履修年次 Enrollment Year	-
科目ナンバリング			
授業内容 Course Description	Social businesses are businesses that provide products and services with social, ethical, or environmental objectives. This course will examine the theory and practice of social businesses using Japanese businesses as case studies. Japanese consumers' responses to social businesses and their products/services will also be explored. Prior knowledge of the subject is not required.		
到達目標（授業の狙い） Objectives	Students will learn basic theories and issues pertaining to sustainability and use them to analyze social businesses. Major social issues will be examined through Japanese and international case studies. After completing this course, students should be able to analyze businesses from a sustainability perspective.		
授業方法 Method of Instruction	The course consists of lectures, case studies, and discussions. Lectures will be based on assigned textbook readings, distributed PowerPoint materials, and other assigned readings. A substantial amount of time will be spent on in-class discussions. Students are encouraged to apply learned theory to analyze their experiences as citizens and consumers.		
準備学習 Class Preparation	Students are expected to complete assigned readings prior to class, prepare materials for discussions and presentations, and actively engage in class discussions.		
教科書 Text	Saylor Foundation, The Sustainable Business Case Book (free download)		

参考文献
Reference Books

授業計画 Course Outline

第1回	Introduction	第16回	Fair Trade Fashion (Case: People Tree)
第2回	What is a Business?	第17回	Fair Trade Food (Case: ACE and Morinaga)
第3回	Sustainability-Environment	第18回	Reinvention as a Social Business (Case: Ikeuchi Towel)
第4回	Sustainability-Society	第19回	Student Presentation Part I
第5回	Sustainability-Economy	第20回	Student Presentation Part II
第6回	Corporate Social Responsibility	第21回	Sustainable Business Entrepreneurship / Marketing Sustainability
第7回	Sustainable Business Core Concepts and Frameworks	第22回	Marketing to the BOP (Case: Ajinomoto in Africa)
第8回	The Science of Sustainability	第23回	Sustainable Supply Chain Management / Operations Management
第9回	Government, Public Policy, and Sustainable Business	第24回	Ethical Sourcing (Case: ISO 28000 in Japan)
第10回	Accountability for Sustainability	第25回	Accounting for Sustainability / Sustainable Investing
第11回	Entrepreneurship, Innovation, and Sustainable Business	第26回	Social Investing (Case: Music Securities)
第12回	Sustainable Business Marketing	第27回	Social Investing (Case: Music Securities)
第13回	Organic Food Movement (Case: Daichi wo Mamoru Kai)	第28回	Socially Responsible Product Development (Case: MUJI)
第14回	Organic Cotton (Case: Avanti and MUJI)	第29回	Final Review
第15回	Alternative Energy (Case: Hokkaido Green Fund)	第30回	Final Exam

成績評価基準 Evaluation							
平常点% Class Evaluation	30	定期試験% Exam	40	レポート% Report	0	その他% Others	30
その他詳細 Details	Grading Details: Class Participation and Assignments 30%; Presentation: 30%; Final: 40%						
特記事項 Particular Note							
授業に関する質問への対応 Professor Contact Hours	Wednesday 11:00-12:00 (details announced in class)						