

Management of Technology

2 units (selection)

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Target) About the production management of the automobile industry, it is understood variously from the point of view such as "research and development", "production management", "purchasing" and "quality control" "marketing" and "cross-cultural management".

Outline) It learns about the production management. This time, "the automobile industry" specially takes up the production management of "Honda Motor Co.,Ltd. (following Honda)" even of that in the case, and the class to appreciate that importance with ranking of technology in management is taken.

Style) Lecture

Keyword) *management, management of technology*

Relational Lecture) "Management Theory of New Business"(0.5), "Long-term Internship (D)"(0.5), "Advanced Lecture in Theory of Business Models"(0.5)

Notice) Face a class when a taking lecture person surely does enough preparation every time. And moreover, be the worst, but one person one time is to do some remarks every time.

Goal)

1. The elementary knowledge of management is learned.
2. Ranking of the technology in management and that importance are appreciated.
3. It learns how to solve the various problems which always occur in the spot of the management through the case study and the business game.

Schedule)

1. Guidance
2. Lecture "What in Management of Technology?"
3. Case report "Research and development of Honda"
4. Case study "Plan an overseas factory." "A new car development order"
5. Lecture "Production management and purchasing"
6. Lecture "Quality control"
7. Case report "The production management of Honda","The supply chain management of Honda"
8. Case study "Plan an overseas factory."
9. Case report "The quality control of Honda"
10. Case study "Don't make material defects flare up again."

11. Lecture "Marketing strategy"

12. Lecture "Cross-cultural management"

13. Case report "Around the products project of Honda - the two-wheeled vehicle"

14. Case report "The path of internationalization of Honda"

15. Case report "The personnel management of Honda"

16. Summary and questions and answers

Evaluation Criteria) It is evaluated in the remark (40%) in class and the middle, end of a term report (60% in total).

Textbook) It doesn't specially use. The summary and so on is distributed every time.

Reference) Several are introduced in class.

Contents) <http://cms.db.tokushima-u.ac.jp/cgi-bin/toURL?EID=216615>

Student) Able to be taken by only specified class(es)

Contact)

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Note) This class invites seven Honda alumnuni who did work in "research and development", "production management", "purchasing", "quality control", "marketing", "cross-cultural management", and so on as an instructor, and it is the class to do case report. Even if it is seen nationwide, the trial done like this is very rare, and it is a precious class. And, an applicant for taking lecture is to attend it in the guidance to hold it in advance. A schedule is indicated separately.