



[KROP33] 4-Day Program

2021 AOTS ONLINE TRAINING PROGRAM

Subsidized by the Japanese Government

Let's learn together in discussion-based program using exclusive cases designed for this program!

Executive Program on Corporate Management (EPCM)

- Learning from Successes and Failures of Japanese Management -

DATE & TIME

* Participants are required to read the materials and to be ready for discussion before the program starts and participate in all 4 webinars.

DAY 1: Fri. 25 February 2022, 4:00PM-6:30PM

DAY 2: Tue. 1 March 2022, 4:00PM-7:00PM

DAY 3: Wed. 2 March 2022, 4:00PM-7:00PM

DAY 4: Thu. 3 March 2022, 4:00PM-7:30PM

* Japan Standard Time

PARTICIPANT LIMIT

20 persons

PARTICIPATION FEE

180 USD

*Implemented with the subsidy from the Japanese Government.

TARGET

Director-level Senior Executives who have overall responsibility for their organizational management. (30 years and over)

LANGUAGE

English

APPLICATION DEADLINE

Fri. 28 January 2022 (Japan Standard Time)

INQUIRY

Overseas Cooperation Group, AOTS
TEL : +81-3-3888-8256
Email: webinar-kaikyo@aots.jp

*AOTS certificate of completion will be awarded to the participants who meet the regulations of completion.

See the next page for Details.

OBJECTIVES

Participants, who are executives with overall responsibility for organizational management, will brush up their perception about the followings through discussions with participants and instructors.

- 1) Management philosophies and principles that are indispensable for sustainable improvement of the social value of each participant's company.
- 2) Marketing management, covering the basic framework, some cases of marketing strategies in Japan, and DX marketing so as to enable executives to respond quickly and flexibly to changes in the business environment.
- 3) The clear answer to why each participant's company exists under the unstable environment.

INSTRUCTORS



Dr. Tsuneo YAHAGI, Ph.D
(DAY1, DAY2 & DAY4)
Professor Emeritus,
Keio University



Dr. Akihiro INOUE, Ph.D
(DAY3)
Professor, Graduate School of
Business Administration,
Keio University



Dr. Mitsuhiro UMEZU, Ph.D
(DAY4)
Professor, Faculty of Business
and Commerce, Keio University
Lecturer, Graduate School of
Business Administration,
Hitotsubashi University

SCHEDULE

*The following training dates and times are Japan Standard Time.

DATE	CONTENTS & TIME	INSTRUCTOR
[DAY1] 25 Feb. (Fri)	<Pre-session: Course overview> (16:00-18:30) Group discussion (Subject: Japanese management)	Dr. Yahagi
[DAY 2] 1 Mar. (Tue)	<Class discussion> (16:00-19:00) Japanese management revisited -Path to Japan as No. 1 and path to the lost 30 years: Backgrounds -Managerial issues and economic policy issues -Case Study and summary	Dr. Yahagi
[DAY 3] 2 Mar. (Wed)	<Class discussion> (16:00-19:00) Marketing Management -The basic framework -Some cases of marketing strategies in Japan -DX marketing	Dr. Inoue
[DAY 4] 3 Mar. (Thu)	<Class discussion> (16:00-19:30) (1) Corporate ethics -Corporate ethics in the COVID-19 pandemic -Case study (2) Summary	(1) Dr. Umezu (2) Dr. Yahagi



Website: <https://www.aots.jp/en/>



Facebook: https://www.facebook.com/AOTSJAPAN.E/about/?ref=page_internal