

JTW Spring Semester 2019

Cool Japan Strategy: Challenges and Opportunities

Lecturer: Antonio Formacion

What makes Japan cool? This class aims to showcase the various elements found in modern and traditional Japan that foreigners find cool about Japan. The course will revisit the initiatives set forth by the Japanese Government and analyze its effectiveness. Four major themes will be discussed in class through lecture, student presentations and class discussions. Furthermore, we will discover together the social, business, and legal aspects that intersect with each individual theme. Though the theme covers a wide field, emphasis will be on the challenges and opportunities of how Japan can fully maximize the potential of converting uniquely Japanese culture into an industry.

Theme 1: Culinary

Theme 2: Technology

Theme 3: Fashion

Theme 4: Arts (Film, music, etc.)

Theme 5: Culture and tourism

Grading will be based on student presentations, class participation, and a take-home exam, a peer-evaluation grading will also be used to grade the student presentations.

The take-home exam will be in essay form to answer 2 out of a selection of 5 given problems. Maximum limit for all the answer should fit 2 A4-pages (minimum would be 1 whole page).

Those who need 3 credits from the class will be required to submit the written report form of their presentation (minimum 3000 words).

Class 1 & 2 Introduction of the course

Class 3 Clarification of terms

Class 4 & 5 Cool Japan Policy

Class 6 Student group presentations 1

Class 7 Student group presentations 2

Class 8 Student group presentations 3

Class 9 Student group presentations 4

Class 10 Student group presentations 5

Class 11, 12 & 13 Case study

Class 14 Japan's Heritage

Class 15 Wrap-up