

H 大学 : Comparison of U.S. and Japanese Automobile Industries.

The global automobile industry

講座のねらい	<p>Through the course, the students can understand the automobile as a product and the structure and corporate strategy of the global automobile industry.</p> <p>The automobile industry and its widely affiliated industry have significant impact on the world economy. Therefore, there is high expectation for the role of this industry in the recovery from the world economic crisis marked from September 2008.</p> <p>It is necessary to review the structure and management of the automobile industry to understand what this role may be and to project the future of this industry.</p> <p>Presentations, discussion by the students, and visit to automobile dealers, such as TOYOTA Corolla and LEXUS are planned.</p>
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<p>In this course, automobile and its industry will be analyzed from the following aspects.</p> <p>Engineering, Marketing, Environment and Energy, ICT, and International Business Management.</p> <p>Subjects and topics of each session are as follows.</p> <ol style="list-style-type: none">(1) Introduction and orientation(2) Specification and Architecture of vehicles(3) Manufacturing Management and Large scale production system Parts Manufacturers in the supply chain management (SCM)(4) Marketing strategy in automobile industries Comparison of Dealer operation between US and Japan(5) Presentation & Discussion by the students(6) Visit to the automobile dealers TOYOTA Corolla and LEXUS dealers
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- (7) ECO-car, HV (Hybrid) EV (Electrical) and FCV (Fuel Cell) vehicles**
- (8) ICT and newly developed technologies**
- (9) Presentation & Discussion by the students**
- (10) Strategic Alliances in the limited area, TOYOTA-BMW etc**
- (11) Emerging Markets, BRICs, Thailand and others**
- (12) Advanced Markets, US, EU and Japan**
- (13) Overseas Production, case study of TOYOTA**
- (14) Presentation and Discussion by the students**
- (15) Summary of the course and discussion ;**
The future of automobile industries in the world