

**H RTP52 (May- June 2016)
Programme Overview**

	DATE	DAY	AM	PM	EVENING
Week 1	9-mai	Mon	Orientation	Japanese Language and Culture①	Welcome Reception (17:30 - 19:00)
	10-mai	Tue	Lecture: <i>Characteristics of Japanese Society</i>	Japanese Language and Culture②	
	11-mai	Wed	Japanese Language and Culture③	(ICV-pre-meeting)	
	12-mai	Thu	Lecture: <i>Japanese History</i>	Japanese Language and Culture④	Calligraphy (17:30-19:30)
	13-mai	Fri	Lecture: <i>The EU-Japan Centre's Services</i>	Lecture: <i>Japan and Religion</i>	Weekly Review
	14-mai	Sat	Japanese Language and Culture⑤	Field Trip	
Week 2	15-mai	Sun			
	16-mai	Mon	Lecture: <i>Japan's Economy</i>	Japanese Language and Culture⑥	
	17-mai	Tue	Lecture: <i>Japanese Politics</i>	Visit: JETRO Head Office	
	18-mai	Wed	Lecture: <i>Business Practices in Japan</i>	Lecture: <i>Legal Aspects of Doing Business in Japan</i>	Optional Japanese Class
	19-mai	Thu	Free time for own Business Study		
	20-mai	Fri	Joint Seminar	Joint Seminar	Weekly Review/Get-Together Reception
Week 3	21-mai	Sat			
	22-mai	Sun			
	23-mai	Mon	Lecture: <i>Corporations and Industry</i>	Free Time for own Business Study or Optional Japanese Class (at the EU-JP Centre)	
	24-mai	Tue	Lecture: <i>Viable Marketing Strategies in Japan (TBD)</i>	Lecture: <i>Japanese Consumer Markets</i>	
	25-mai	Wed	Lecture: <i>Selling to Japanese consumers - perspective from a Foreign Firm based in Japan</i>	Visit: Sogo Shosha	
	26-mai	Thu	Joint Seminar	Joint Seminar	
Week 4	27-mai	Fri	Joint Seminar	Joint Seminar	Weekly Review
	28-mai	Sat		Moving to Kyoto	
	29-mai	Sun	Sightseeing in Kyoto		
	30-mai	Mon	Regional Trip		
	31-mai	Tue	Regional Trip		
	1-juin	Wed	Regional Trip		Moving back to Tokyo
Week 5 (Optional)	2-juin	Thu	Free time for report writing		
	3-juin	Fri	Free time for report writing	Reporting Session, Report Submission	Farewell Reception (18:00-19:30)
	4-juin	Sat			
	5-juin	Sun			
	6-juin	Mon	Individual Company Visit		
	7-juin	Tue	Individual Company Visit		
8-juin	Wed	Individual Company Visit			
9-juin	Thu	Individual Company Visit			
10-juin	Fri	Individual Company Visit, Submission of ICV Report			

Japanese Lessons: AM 9:30 - 12:30
Lectures: AM 10:00 - 12:30
Joint Seminar: AM 10:00 - 12:30

PM 13:30 - 16:30
PM 14:00 - 16:30
PM 13:30 - 17:30

Lectures

Lec-1	11-mai	Lecture: <i>Characteristics of Japanese Society</i>	Prof. Dr. Yasushi Watanabe (Keio University)
Lec-2	12-mai	Lecture: <i>Japanese History</i>	Prof. Dr. William Steele (ICU, Japan Academic Services)
Lec-3	13-mai	Lecture: <i>The EU-Japan Centre's Services</i>	Dr. Fabrizio Mura (EU-Japan Centre for Industrial Cooperation)
Lec-4	13-mai	Lecture: <i>Japan and Religion</i>	Prof. Dr. Edward Drott (Sophia University)
Lec-5	16-mai	Lecture: <i>Japan's Economy</i>	Dr. Martin Schulz (Fujitsu Research)
Lec-6	17-mai	Lecture: <i>Japanese Politics</i>	Prof. Dr. Wilhelm Voss (International Christian University of Japan)
Lec-7	18-mai	Lecture: <i>Business Practices in Japan</i>	Dr. Camille Vuillaume (EsCrypt K.K.)
Lec-8	18-mai	Lecture: <i>Legal Aspects of Doing Business in Japan</i>	Mr. Yamashita, Ms Barnard (Sonderhoff & Einsel)
Lec-9	23-mai	Lecture: <i>Corporations and Industry</i>	Prof. Dr. Stefan Lippert (Temple University)
Lec-11	24-mai	Lecture: <i>Japanese Consumer Markets</i>	Prof. Dr. Adam Johns (Doshisha University)
Lec-12	25-mai	Lecture: <i>Selling to Japanese consumers - perspective from a Foreign Firm based in Japan</i>	Mr. Onno Jalink (Larson Juhl Nippon)

Visit Sogo Shosha (General Trading Company)

Regional Study Trip

31-mai Kyoto Prefecture
1-juin Kyoto Prefecture
2-juin Kyoto Prefecture

Joint Seminar

Joint Seminar: Cross-Culture Management Training with Japanese Managers
(Business discussion and role-playing with Japanese business people)