

2013/07/30(火)15:26

授業コード	81U13
授業科目名	超領域研究プロジェクトI (66)(後)
担当者名	JONES B.(ジョーンズ ブレント)
単位数	6
開講期別	2013年度 後期
曜日・時限	金曜4限 金曜5限 金曜6限
特記事項	
オフィスアワー	
講義の内容	This project will be used to introduce both historical developments and current trends in local and global beer industries. Students will research how this industry developed historically as well as current management and economic considerations and the emergence of the craft beer (micro-brewery) movement.
到達目標	Upon completion of this project, students should be able to demonstrate an understanding of the beer industry at both the macro and micro levels. Students should also be able to think deeply, write intelligently and debate effectively about issues related to beer production, marketing, distribution and strategic thinking.
講義方法	Fieldwork will include investigating production methods, marketing and distribution strategies and the various challenges that face breweries large and small. The end product will be a report and presentation that will be delivered to industry leaders and/or other interested parties.
準備学習	Students should be able to read, write and communicate in English. Students should also have fundamental research, data analysis and presentations skills.
成績評価	Evaluation will be based on classroom discussions (20%), fieldwork (20%), a learning journal (20%), and a final project (40%).
欠席基準	授業実施回数の3分の1(端数は切り捨て)以上を欠席した場合は、単位を修得することができません。(「欠席」評価となります。)
講義構成	Weeks 1 – 3 Introduction, Historical Background, Project Planning Weeks 4 – 7 Fieldwork, Research Weeks 8 – 12 Project Work Weeks 13 – 15 Final Preparation, Presentations
教科書	none
参考書・資料	
講義関連事項	Students will need a score of "ryo" or above in all of the required English courses. Additionally, a score of 500 or above on the TOEIC (or 230 on GTEC, 470 on PBT TOEFL, 52 on iBT) is required.
担当者から一言	Projects are structured differently from regular lectures or workshops. Students will work together to investigate and learn about the project theme/topic as well as to develop new skills related to researching, analyzing, project management and multimedia presentations. The instructor will serve as a guide and critical collaborator.
その他	
ホームページタイトル	
URL	