

領域：	ビジネス、グローバル		
テーマ：	The Beer Industry		
担当者名：	Brent A. Jones		
開講時期：	2017年度／後期 水曜 4・5・6限	募集定員：	30名
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 (microbrewery) 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：	Background information will be introduced through a combination of the following: (1) short lecture or documentary, (2) critical reading assignment, (3) group discussion, (4) case study, and (5) problem-based activity. 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 case study and presentation that will be delivered to industry leaders and/or other interested individuals.		
授業時間外 学習方法：	Students are encouraged to make contact with English outside of class as frequently as possible (e.g. reading newspapers and magazines in English, listening to English radio or television programs, diary writing)		
履修条件：	Students should have a score of 500 or above on the TOEIC (or 230 on GTEC, 470 on PBT TOEFL, 52 on iBT). A score of 500 or above on the TOEIC, or 230 on GTEC, or 470 on PBT TOEFL, or 52 on iBT is required. You must submit a copy of your test results when applying.		
成績評価：	Students will be evaluated on (1) how well they demonstrate an understanding of the beer industry at both macro and micro levels, (2) their contributions to each phase of the team project, (3) project documentation, (4) a final presentation, and (5) a reflection paper.		
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 Research, Fieldwork Weeks 8 – 12 Data Analysis, Preparing Case Studies, Reports Weeks 13 – 15 Final Preparation, Presentations, Project Reflection		
教科書：	Readings and other reference materials will be provided by the instructor.		
選考方法：	募集定員を超えた場合は面談を行う。		
備考：	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.		
説明会：			