




Welcome to the **Global Passport Program (GPP)**

**Kick-Off Meeting
Spring Semester 2024**



Contents for Today's Meeting

1. What is the GPP?
2. Coursework
3. Workshops (WS)
4. Other activities
5. Other information

If you cannot follow everything today, please check the program website for the updated information.

<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>

Or you can search “keio gpp” to find the website.

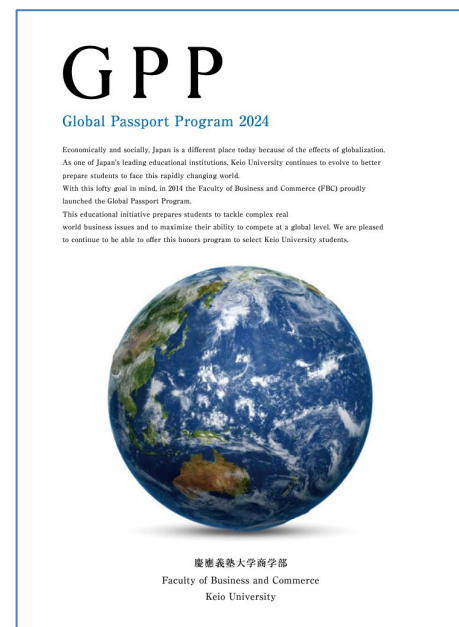
1. What is the GPP?

See “[GPP Brochure](#)” for details

The GPP (Global Passport Program) is an educational program taught entirely in English which aims to enable students to resolve advanced, real-world business issues and compete at the global level. Established in 2014 by the Faculty of Business and Commerce, it is open to 3rd and 4th year students from all the Keio faculties. Courses are also open to international exchange students.

Three definitive program characteristics :

1. A **selective program** offered **in English**
2. A curriculum built upon 3 core pillars:
 - **Coursework**
 - **Workshops**
 - **Other activities**
3. A **certificate** will be awarded upon completion of the program



Sponsors

- The GPP is administered by the Faculty of Business and Commerce.

<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>

- Corporate sponsors for 2023 (五十音順)

株式会社コーエーテクモホールディングス

<https://www.koeitecmo.co.jp/>

東日本旅客鉄道株式会社

<https://www.jreast.co.jp/>

三田興産株式会社

<https://www.mita-kosan.com/>



三田興産株式会社

GPPは2024年度に10周年を迎えます。

The GPP will celebrate its 10th anniversary in 2024.

2. Coursework – Requirements

- **Coursework (in English)**

- **Course Subjects: Business, Economics, etc. (see [online list](#)).**
- **It is required to complete 4 courses (not including the Workshops) before you finish the second semester (= you can take the courses in any semester)**

- **Important !!!**

- **Many of these courses are originally designed for graduate students, so there might be some prerequisites (e.g., economics, statistics, etc.)**
- **Some courses may have a class size limit**
- **Please check course syllabi to verify that you are eligible to take the courses**
- **Check with Gakuji (Office of Student Service) if you have any questions**

Courses offered in AY2024

Spring Semester

Lecturer	Title	Day/Period	Registration No.
大東 一郎	THEORETICAL STUDY ON DEVELOPMENT, TRADE AND ENVIRONMENT	月曜日 1時限	15782
白井 美由里	MARKETING DATA ANALYSIS	月曜日 1時限	20630
シェイ デビット	THE ROLE OF CULTURE IN COMMUNICATION	月曜日 3時限	14001
森吉 直子	CONSUMER PSYCHOLOGY IN GLOBAL MARKETS	火曜日 2時限	15964
北村 行伸	MACROECONOMIC ASPECTS OF PUBLIC FINANCE	火曜日 4時限	15581
黒澤 利武	JAPANESE ECONOMY	水曜日 1時限	15251
大津 敬介	ECONOMIC GROWTH	水曜日 3時限	86483
ポチロン, ヨアン	FINANCIAL ECONOMETRICS	水曜日 4時限	03303
	ESTIMATING VOLATILITY IN HIGH-FREQUENCY DATA		75528
黒澤 利武	DOMESTIC TAX LAW(COMPARATIVE STUDIES ON TAX SYSTEMS)	木曜日 1時限	15888
大野 由香子	SPATIAL ECONOMICS	木曜日 2時限	15691
鶴 光太郎	ORGANIZATIONAL ARCHITECTURE	木曜日 3時限	15926
森吉 直子	GLOBAL RESPONSIBILITY AND LEADERSHIP	金曜日 3時限	21692

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Fall Semester

Lecturer	Title	Day/Period	Registration No.
白井 美由里	CONSUMER BEHAVIOR AND MARKETING	月曜日 1時限	35222
中村 政男	INTERNATIONAL BUSINESS AND JAPANESE FIRMS	火曜日 1時限,火曜日 2時限	74938
森吉 直子	CONSUMER PSYCHOLOGY IN GLOBAL MARKETS	火曜日 2時限	76672
北村 行伸	MICROECONOMICS OF TAXATION	火曜日 4時限	15596
黒澤 利武	INTERNATIONAL LANDSCAPE OF DEVELOPMENT AND STABILIZATION	水曜日 1時限	21597
鎌田 康一郎	ADVANCED STUDIES IN INTERNATIONAL FINANCE	水曜日 2時限	82579
大津 敬介	ECONOMIC ANALYSIS	水曜日 3時限	86813
ポチロン, ヨアン	ESSENTIALS OF REGRESSION ANALYSIS USING R	水曜日 3時限	18360
安藤 光代	INTERNATIONAL ECONOMICS: EMPIRICAL STUDIES ON TRADE AND FDI	水曜日 3時限	14748
猪熊 浩子	IFRS BASIC	水曜日 4時限	49961
ポチロン, ヨアン	BROWNIAN MOTION	水曜日 4時限	22445
黒澤 利武	INTERNATIONAL TAX LAW	木曜日 1時限	80891
大野 由香子	CHOICE ANALYSIS TECHNIQUE	木曜日 2時限	15706
山本 晶	E-MARKETING	木曜日 2時限	15213
井口 知栄	BUSINESS AND STRATEGIC MANAGEMENT IN ASIA	木曜日 3時限	15687
鶴 光太郎	MANAGERIAL ECONOMICS	木曜日 3時限	15911
ハンリー, マシュー M	ADVANCED ACADEMIC WRITING FOR UNDERGRADUATES	木曜日 5時限	23017
森吉 直子	GLOBAL RESPONSIBILITY AND LEADERSHIP	金曜日 3時限	21711

3. Workshops - Requirements

Passport Members' Workshop D

Tuesday 14:45 – 18:00 (4-5th periods) **in person at Mita**

GPP and International students are assigned to one of the three workshops.

4 Credits (Check Syllabi for Details)

◆ 3 Professors with distinguished backgrounds and experience in international business will lead the workshops.

1) Prof. Tan(タン先生): “Macro environment and Marketing”

2) Prof. Magnier-Watanabe (マニエ・ワタナベ先生):
“International Management: Focus on Japanese Business”

3) Profs. Inamoto and Moriyoshi (稲本先生, 森吉先生):
“Marketing, Leadership, and the Meaning of Life”

* Each workshop has around 25 students

3. Workshops

- You are already assigned to one of the three workshops based on your entries
- We tried our best to meet your requests, but some students may not have been assigned to their 1st choice
- Even if you find the level very high (at the beginning), you will likely catch up after the first couple of sessions, as you become used to the WS style.
- If you face any difficulties, please consult with the instructor

3. Workshops - Student projects and final presentation

◆ Student Project: some examples

- What Has Made Netflix a Success in Japan?
- Sogo-shosha: Past, Present, and Future
- Campaign to Minimize Food Loss in Japan
- Japanese Hospitality Goes to France: Hoshino Resorts

◆ Final Presentations will be held on

- 7/9 and 7/16 @ 南校舎ホール
- 20-minute Group Presentations
- Q&As follow
- Sponsors and faculty members will attend



3. Workshops—Final Presentations

- Rehearsal Weeks
 - 南校舎ホール is booked for rehearsals on 6/25 and 7/2
 - Make sure to learn how to operate the equipment and slides before the final presentations (with remote control)
 - Choose the best size fonts: **Not Too Small**
 - The hall is large and the audience members sitting in the back may not be able to read the slides if the font size is too small
 - Do not put too much information into one slide
 - Check how it feels to stand on the stage
- Don't read the slides – make eye contact with the audience.**

3. Workshops—Final Presentations

- **Sponsors and faculty members may attend the Final Presentations**
- **Students who are not presenting that week:**
 - 1) Please escort the guests to the presentation hall after they check in at the Reception Desk (in front of the Hall Entrance)**
 - 2) Attend the Reception Desk at Cafeteria (6pm~) to receive guests (→ Next Slide)**
 - ※Details will be sent a few weeks before the Final Presentations

3. Workshops—Final Presentations

- We will hold a reception after the Final Presentations (The Cafeteria or 生協食堂)
- Sponsors, Professors, (maybe the Dean) and other guests will attend to exchange comments and opinions regarding your work
- This will be a precious opportunity for you to learn about your output and how you can improve your work in the future

4. Other Activities: OFT

- The Overseas Field Trip (OFT) for 2024 will take place in the San Francisco Bay Area in California, U.S.A.
- Visit **SF**, **Berkeley**, and **Silicon Valley**
- Sep. 10 (Tue) -- Sep. 17 (Tue) (leave SF on Sep. 16)

A valuable opportunity for students to personally observe the environment from which globally successful businesses are born.



Eligibility: Who can Apply for the OFT

- All GPP students are eligible to apply for the OFT
[修了生、2期生、1期生 as of April 2024]
- In case we have more than 10 entries, we will evaluate and select participants based on overall performance
- See Announcement on the GPP HP
<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>
Topic: 「Overseas Field Trip」 の実施

[Attention]

- Visa/ESTA applications must be made in time by the students
- Prior to departure, a valid COVID-19 vaccination certificate may be required
- For medical concerns, send a written form of inquiry to 三田 学生部 before Entry

For Further Information about the OFT

- Attend the Online Guidance Session on 3/29 (Fri) 1pm~
- Check Details on the GPP webpage
「Overseas Field Trip」の実施 ※2024/3/22更新
- 指定の Google Form を使って期限内にエントリー
<https://forms.gle/Fbxvrvf9j5NwVz316>
- 4月1日（月）から4月5日（金）まで受付【締切厳守】
(Your entries will be time-stamped.)
- Don't wait until the last minute.
- Apply Early to avoid any technical issues.
- If your entry is approved, you need to register for the 2-credit course titled "Passport Members' Activity S"
- 履修登録締切4月11日（木）10時【締切厳守】
- **Only GPP Students can apply for the OFT**

4. Other Activities: Company/factory visit

- A visit to a local company or factory is planned for June 4 (Tue), June 5 (Wed), or July 18 (Thu) [補講日]
- An announcement will be made through the K-LMS pages of your respective Workshops in mid-April
- Companies/factories visited during AY 2023:
 - Cup Noodles Museum in Yokohama City
 - Corelex Group Tokyo Plant (recycled paper manufacturing) in Kawasaki City

A valuable opportunity for students to observe and understand Japanese industry.

4. Other Activities: 10th Anniversary Event

- We will celebrate the 10th anniversary of GPP with a Guest Talk and ceremony on May 14 (Tue), 4-5th periods
- Details will be provided through the K-LMS pages of your respective Workshops

5. Other Information

If this is your 1st GPP semester and you wish to complete the program,

Reapply for the GPP for the 2nd semester:

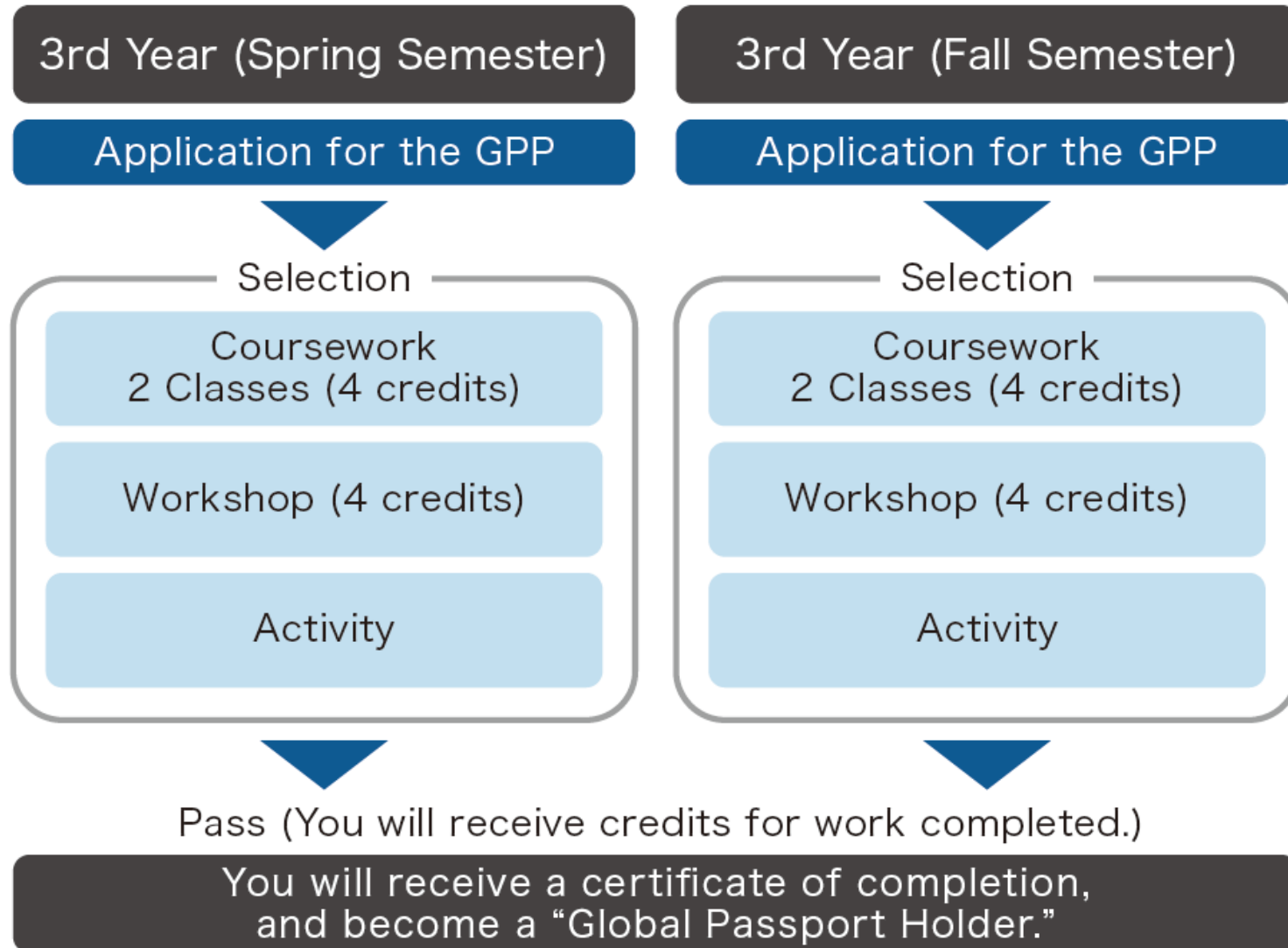
- Web registration and submission of necessary documents → Mid-September 2024
- Results will be announced in late September
- No need to submit the self-introduction video again
- You need to submit your newest Transcript (GPA)
- **Maintain a high GPA to be re-selected**

5. Other Information

If this is your 2nd GPP semester ...

- You will receive the GPP Certificate at the end of the semester if you meet the requirements:
4 courses and 2 workshops
- The Certificate will be awarded by the Dean of the FBC
- The invitation to the Certificate Awarding Ceremony will be sent to students who complete the program

Certification Process: To Complete the Program



See the GPP Brochure uploaded on the GPP Website

<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>

5. Other Information

- Application information and related news for the GPP will be available on the program website

<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>

- If you have any questions, please contact us at the address below:

「三田学生部学事グループ商学部・商学研究科担当」

E-Mail : mita-gakuji-sho@adst.keio.ac.jp

※Please check updated information on the website.

Thank you for joining the GPP.

We wish you the very best!