



Welcome to the Global Passport Program (GPP)

**Kick-Off Meeting
Fall 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?

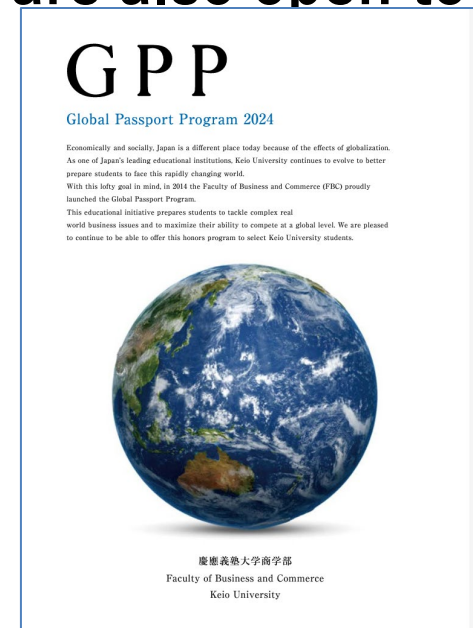
See “[GPP Brochure](#)” for details

The GPP (Global Passport Program) is an academic program taught entirely in English which aims to enable students to resolve advanced, real-world business issues and succeed in a globalized economy. 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 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

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



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 2024 (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/>



GPPは2024年度に10周年を迎えました。

The GPP is celebrating its 10th anniversary in 2024.

2. Coursework – Requirements

- **Coursework (in English)**

- Course Subjects: Business, Economics, etc. (see [online list](#)).
- You are required to complete 4 courses (not including the Workshops) before you finish the second semester of GPP (i.e., you can take the courses in any semester)

- **Important !!!**

- Many of the courses are originally designed for graduate students, so there might be some prerequisites (e.g., economics, statistics, etc.) ⇒ Check the course syllabus to make sure you satisfy prerequisites and other eligibility requirements
- Some courses have a class size limit and/or **pre-registration sign-up requirements** ⇒ Make sure to follow the instructions in the course syllabus (**check the deadlines for pre-registration**)
- 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

1
0

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 (4 credits)

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

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

- ◆ 3 Professors with distinguished backgrounds and experience in international business and/or economics will lead the workshops. (Check Syllabus for Details)

1) **Prof. Coxhead** (コックスヘッド先生):

“Trade, Labor, Education and Development”

2) **Prof. Magnier-Watanabe** (マニエ・ワタナベ先生):

“International Management: Focus on Japanese Business”

3) **Prof. Tan**(タン先生): “Macro Environment and Marketing”

* Around 24 students are enrolled in each workshop

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

- ◆ **Some Student Project examples (Spring 2024)**
 - **Planting Organic Growth: A Comprehensive Analysis of Whole Foods Market's Marketing Strategies**
 - **Pros and Cons of Hackvertising**
 - **Immigration Policy in Japan: Learning from Canada?**

- ◆ **Final Presentations will be held on**
 - **1/14 and 1/21 @ West School Building Hall (西校舎ホール)**
 - **20-minute Group Presentations**
 - **Q&As follow**



3. Workshops—Final Presentations

- Rehearsal Weeks: West School Bldg. Hall booked for rehearsals on 12/24 and 1/7
- Make sure to learn how to operate the equipment and slides before the final presentations (using remote control)
- Choose the best font size: **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. 10

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 or Seikyo Shokudo (6pm~) to receive guests**
- ※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 Seikyo Shokudo)
- Sponsors, Professors, and other guests will attend to exchange comments and opinions regarding your work
- This will be a precious opportunity for you to learn about the quality of your output and how you can improve your work in the future

4. Other Activities: Company/factory visit

- A visit to [Pola Chemical Industries, Inc.](#) (a major cosmetics manufacturer) is planned for Tuesday, November 26th [Reserved for make-up classes; 補講日]
- An announcement will be made through the K-LMS pages of your respective Workshops in early October

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

4. Other Activities: Guest Speaker

- Each semester, we invite a prominent individual from the business world to talk about their work, and how their university experience has contributed to their success.
- This year, we will welcome an executive from a major trading company (Sogo Shosha) to talk about his work in global energy markets. The talk will be held in the 5th period of Tuesday, December 3rd.

4. Other Activities: OFT

- GPP students enrolled at Keio in AY 2025 (including those who have completed their course requirements) are eligible to apply for the Overseas Field Trip (OFT), which will take place in September 2025
- This year, we visited the San Francisco Bay Area: **SF**, **Berkeley**, and **Silicon Valley** during September 10-17

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

* Further information will be provided before the start of the Spring 2025 Semester



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-March 2025
- Results will be announced in late March
- 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 following requirements:
4 courses and 2 workshops
- The Certificate will be awarded by the Dean of the FBC
- An invitation to the Certificate Awarding Ceremony will be sent to students who complete the program

Certification Process: To Complete the Program

1st Semester

Application for the GPP

Selection

Coursework
2 Classes (4 credits)

Workshop (4 credits)

Activity

2nd Semester

Application for the GPP

Selection

Coursework
2 Classes (4 credits)

Workshop (4 credits)

Activity

Pass (You will receive credits for work completed.)

You will receive a certificate of completion,
and become a “Global Passport Holder.”

You can take your coursework in any semester, but only one Workshop per semester, subject to selection.

Participation in Activities is not a requirement for certification

👉 **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 are 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 for updated information on our website.

Thank you for joining the GPP.

We wish you the very best!