



Welcome to the Global Passport Program (GPP)

**Kick-Off Meeting
Fall 2023**

9/29/2023

(Brief Version)



Quick Notes...

- **Thank you for applying for & joining the GPP.**
- **Congratulations!**
You are selected as the GPP students.
- **To enhance your growth, please make the most of the opportunity.**

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 type in “keio gpp” to find the website.

1. What is the GPP?

See “GPP Brochure” for details

<https://www.students.keio.ac.jp/mt/fbc/class/program/files/ac3cfb53ea5ec27ca23e8430f9a6b4e4.pdf>

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 the 3rd and 4th year students from all the Keio faculties and to some exchange students.

The 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

GPP
Global Passport Program

International and mobility Japan is a different place today because of the effects of globalization. As one of Japan's leading educational institutions, Keio University continues to evolve its future program offerings to face this rapidly changing world. With this fully globalized curriculum, the Faculty of Business and Commerce (FBC) proudly launched the Global Passport Program. This educational initiative promotes and aims to build complex real-world business issues and to maintain their ability to compete at the global level. We are glad to continue to make this future program available to select Keio University students.



New 2023

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

Sponsors

- The Global Passport Program (GPP) is administered by the Faculty of Business and Commerce.

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

- The GPP is sponsored by (2023) (五十音順)

株式会社コーエーテクモホールディングス

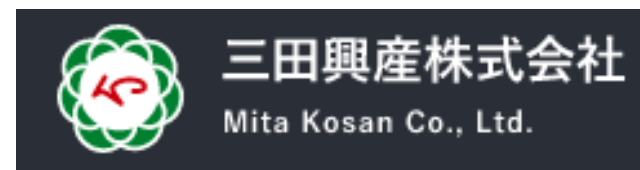
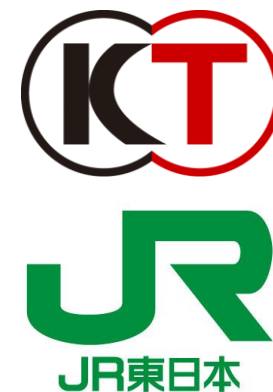
<https://www.koeitecmo.co.jp/>

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/>



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 the list).**
- **It is required to complete 4 courses before you finish the second semester (= you can take the courses in either semester)**

- **Important !!!**

- **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 the AY2023

Spring Semester

Lecturer	Title	Period	Registration No.
白井 美由里	MARKETING DATA ANALYSIS	月曜日 1 時限	21325
遠藤 正寛	ADVANCED STUDY OF INTERNATIONAL ECONOMIC POLICY	火曜日 1 時限	50536
藤田 正孝	ADVANCED STUDY OF INTERNATIONAL RELATIONS	火曜日 2 時限	18613
森吉 直子	CONSUMER PSYCHOLOGY IN GLOBAL MARKETS	火曜日 2 時限	16497
北村 行伸	MACROECONOMIC ASPECTS OF PUBLIC FINANCE	火曜日 4 時限	16114
上田 衛門	JAPANESE ECONOMY	水曜日 1 時限	15759
大野 由香子	SPATIAL ECONOMICS	水曜日 2 時限	16224
大津 敬介	ECONOMIC GROWTH	水曜日 3 時限	90186
上田 衛門	DOMESTIC TAX LAW (COMPARATIVE STUDIES ON TAX SYSTEMS)	木曜日 1 時限	16425
大野 由香子	CHOICE ANALYSIS TECHNIQUE	木曜日 2 時限	16239
鶴 光太郎	ORGANIZATIONAL ARCHITECTURE	木曜日 3 時限	16463
シェイ デビット	THE ROLE OF CULTURE IN COMMUNICATION	木曜日 5 時限	14293
井口 知栄	BUSINESS AND STRATEGIC MANAGEMENT IN ASIA	金曜日 4 時限	16210

Fall Semester

Lecturer	Title	Period	Registration No.
白井 美由里	CONSUMER BEHAVIOR AND MARKETING	月曜日 2 時限	36362
中村 政男	INTERNATIONAL BUSINESS AND JAPANESE FIRMS	火曜日 1 時限, 火曜日 2 時限	78125
森吉 直子	CONSUMER PSYCHOLOGY IN GLOBAL MARKETS	火曜日 2 時限	79930
北村 行伸	MICROECONOMICS OF TAXATION	火曜日 4 時限	16129
上田 衛門	INTERNATIONAL ECONOMY: POLICY IMPLICATIONS OF GLOBALIZATION	水曜日 1 時限	16095
鎌田 康一郎	ADVANCED STUDIES IN INTERNATIONAL FINANCE	水曜日 2 時限	85946
大津 敬介	ECONOMIC ANALYSIS	水曜日 3 時限	90535
安藤 光代	INTERNATIONAL ECONOMICS: EMPIRICAL STUDIES ON TRADE AND FDI	水曜日 3 時限	16406
猪熊 浩子	IFRS BASIC	水曜日 4 時限	51824
上田 衛門	INTERNATIONAL TAX LAW	木曜日 1 時限	84237
牛島 辰男	INTRODUCTION TO MANAGEMENT STRATEGY	木曜日 2 時限	51035
山本 晶	E-MARKETING	木曜日 2 時限	15691
鶴 光太郎	MANAGERIAL ECONOMICS	木曜日 3 時限	16459
オルシニ, フィリップ	GLOBAL MARKETING	木曜日 5 時限	15979
ハンリー, マシュー M	ADVANCED ACADEMIC WRITING FOR UNDERGRADUATES	木曜日 5 時限	23844

<https://www.students.keio.ac.jp/mt/fbc/class/program/files/2023GPPCourseWorkList.pdf>

3. Workshops - Requirements

Passport Members' Workshop D (3 WSs)

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

GPP and International students are assigned to each WS.

4 Credits (Check Syllabi for Details)

± 30 *

◆ Professors with distinguished backgrounds and experiences in the international business will lead the WSs.

1) Prof. Tan: “Macro environment and Marketing”

2) Prof. Magnier-Watanabe: “International Management:
Focus on Japanese Business”

3) Profs. Inamoto & Moriyoshi:

“Marketing, Leadership, and the Meaning of Life”

*Number of the GPP & Int'l Students may vary from year to year.⁸

3. Workshops

- You are already assigned to one of the three workshops based on your entries
- You may not be assigned to your 1st choice WS (but we tried our best to meet your requests)
- Even if you find the level very high (at the beginning), you will catch up with it as you get used to the WS style.

It is like studying-abroad. Keep up with it.

I, myself, attended the U of M and could not understand what the professor told us on Day 1.

- If you find any difficulty, please consult with the instructor

3. Workshops - Student projects and final presentation

Students will work on projects and present them at the end of the semester.

◆ Student Project: some examples



- How to improve cashless payment services in Japan
- Motivation across different personality types
- What has made Netflix a success in Japan?
- Campaign to minimize food loss in Japan
- Ways to improve breakout room conversations

◆ Final Presentations will be held on

- 1/16 and 1/23 @ 西校舎
- 20-minute Group Presentations
- Q&As follow
- Sponsors and general public will attend



3. Workshops—Final Presentations

- Rehearsal Weeks
西校舎ホール & 西校舎523 are booked for rehearsals on 12/26 and 1/9
- Make sure to learn how to operate the equipment and ppt. slides before the final weeks (with remote control)
- Choose the best size fonts: **Not Too Small**
- The hall is very big and the guests sitting all the way back may not be able to read the slides if you use small-size fonts
- Do not put too much inf. in one slide
- Check how it feels to stand on the stage

Do Not Read Slides. Present with Great Eye-Contacts. 11

3. Workshops—Final Presentations

- **The Sponsors and General Public may attend the Final Presentations**
- **Students who do not present on the week:**
 - 1) Please escort the guests to the presentation hall after they check in at the Reception Desk (will be prepared at the Hall Entrance)**
 - 2) Attend the Reception Desk at Cafeteria (6pm~) to receive guests (→ Next Slide)**
 - ※Will be reminded with detailed information**

3. Workshops—Final Presentations

- If allowed, we will hold a 意見交換会 at Cafeteria after the Final Presentations (1/23)
- 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

※Details will be provided later

●Guest Talk 11/14 Tue 5th (WS in 4th)

by Mariko Oi

The first Japanese-Native BBC Presenter

<https://ja.wikipedia.org/wiki/%E5%A4%A7%E4%BA%95%E7%9C%9F%E7%90%86%E5%AD%90>

●Visit To Factory/Office 11/28

Make-up Day= No Regular Class

Plan to Attend the off-campus activity

Meet with other GPP members



5. Other Information

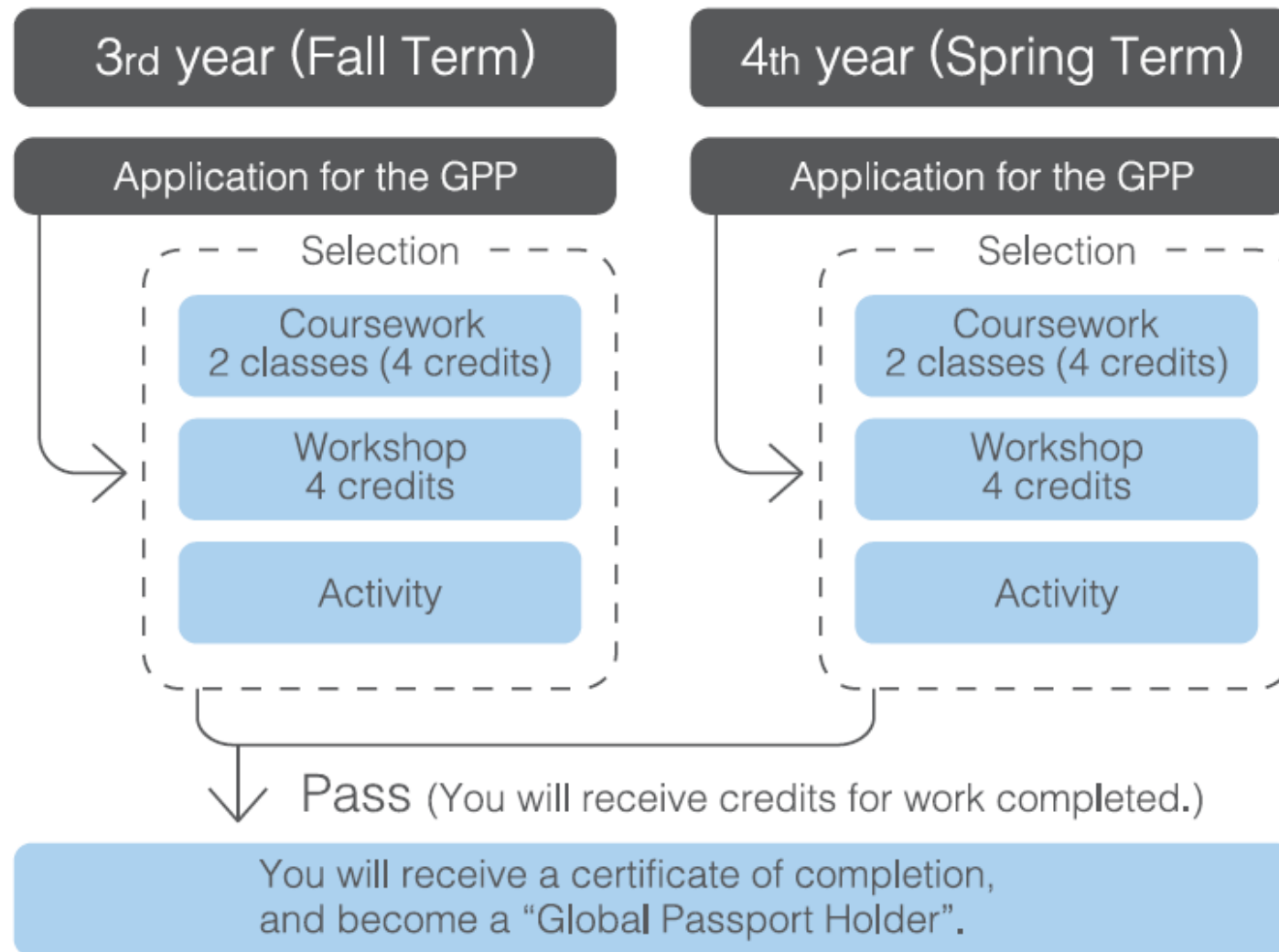
If this is your 1st GPP semester and you wish to complete the program,

Reapply for the GPP for the 2nd semester (AY2024 ~)

For the 2nd semester, no need to submit the promotion video again

- You need to submit your newest Transcript (GPA)
- **Maintain a high GPA to be re-selected**
(It has been competitive.)

Certification Process: To Complete the Program



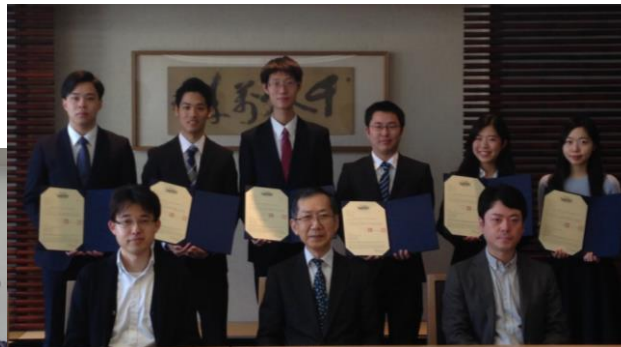
👉 **See the GPP Brochure uploaded on the GPP Website**
<https://www.students.keio.ac.jp/mt/fbc/class/program/gpp.html>

5. Other Information

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 / 2 workshops
- The Certificate will be awarded by the Dean of the FBC
- The **invitation** to the Certificate Awarding Ceremony will be sent to those who have completed the program

Depends on the Dean's
Schedule



Maybe 3/22 Fri.
Afternoon
(Tentative)



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.
(Subject to Change)**

Thank you for joining the GPP.

We wish you the very best!