

Eligibility

2nd year students
and above of FTU
and VJU (all majors)



JAPANESE LANGUAGE & CULTURE PROGRAM



JOIN THE CLASS

- To deepen your understanding of Japanese culture, and business from lecturers from Waseda University and Nihongo Center
- To learn the fundamentals of the Japanese language and how to communicate in Japanese



JAN 12 - MAY 4



REGISTER HERE

1. Purpose and Background:

The Japanese Language and Cultural Program (JLCP) is one of the components of the Fast Retailing Educational Sponsorship Program (ESP). To introduce the Japanese language and culture to more Vietnamese students, Fast Retailing has organized and sponsored the course whose lectures will be delivered by esteemed professors and instructors from Waseda University and Nihongo Center. Through this initiative, Fast Retailing aims to cultivate the interest of Vietnamese students in Japanese language and culture, while also fostering a closer relationship between Japan and Vietnam.

The course consists of two types of classes: Japanese language classes and Japanese cultural classes. The cultural classes will cover topics such as Japanese-style business management, Japanese industry, and the future of Japan's economy. The language classes will provide students with an introduction to the basics of the Japanese language, including Hiragana and Katakana alphabets. They will cover lessons at the beginner level, equivalent to N5 JLPT. Students with prior experience in learning Japanese will have the opportunity to take more advanced courses, which will be introduced in section 2.

Note: For the details of the course, on Jan 12, 11:30 - 11:45 VST Fast Retailing will hold one orientation session for JLCP attendance.

2. Basic Specifications

- Target: This course is targeted at 2nd year or above students from either Foreign Trade University (FTU) or Vietnam Japan University (VJU), regardless of major, who have an interest and a strong commitment to studying Japanese language and culture, but have no or little experience learning Japanese.
- Duration:
 - Japanese culture: Approximately 8 hours in total
 - Japanese language: 3 hours/session, 1 session/ week, and 11 sessions (33 hours in total)
 - Lectures will be conducted every Saturday (tentatively from Jan 12 - May 4, 2024)

3. Registration & course-taking instructions

3.1. Registration for the course

Registration form will be open from Dec 10, 2023, to 23h59', Dec 24, 2023

To register for the course, students need to fill in this [FORM](#).

3.2. Course Information

3.2.1. Japanese Cultural Course

3.2.1.1. Course Objectives:

This course has been designed to achieve the following objectives:

- Gain insights into the business strategies and operations of Japanese companies, as well as the Japanese market. Develop the necessary skills to make informed business decisions.
- Identify similarities between Japan's experiences and emerging markets, and develop the ability to envision how business in emerging markets will evolve in the future.

3.2.1.2. Course Overview:

- Approximately 8 hours in total.
- This course includes self-learning online lectures and two interactive discussion sessions with Professor Ikegami, which will be held online as well.
- Online Lectures will be conducted on Saturdays (January 26 and February 3, 2024) via Zoom.

3.2.2. Japanese language course

3.2.2.1. Course Objectives:

This course is structured to provide students with the basics of the Japanese experience and ways to communicate in Japanese and develop an interest in the Japanese language and culture.

3.2.2.2. Course Overview:

3 hours/session, 1 time/ week, 11 sessions (32 hours in total)

Lectures will be conducted every Saturday (from Feb 24 to May 4, 2024)

3.2.2.3 Course-taking instructions

Nihongo Center will create and share a Zoom link with and share it with all course participants, and further information with students will also be shared through this platform. The lectures will be carried out using Zoom only.

Regarding contact between Nihongo Center and trainees, Zoom will be used. In emergency cases in case students cannot attend the training using Zoom, trainees can use email to inform or send messages after training, a means of communication when carrying out tasks, passwords for the next day's training, and related materials.

Regarding course materials, students would be provided the original teaching materials and the following textbook:

- Shinnihongo no Kiso 1 This book (Romanization version) L1-13
- Shinnihongo no Kiso 1 Volume English Translation L1-13
- Shinnihongo no Kiso 1 Grammar Explanation English Version L1-13
- Teach Yourself Japanese (Beginner to Intermediate level)

will be used along with other appropriate materials. The scanned textbook will be distributed to students via email before the class.

3.3. Certification eligibilities and class participation requirement:

When taking the course,

- (1) a Certificate of Completion will be issued to students after attending at least 80% of the course
- (2) a Certificate of Completion from Waseda will be issued to students for Japanese Culture Course after finishing all the 5.5 hour - on-line class and finish 2 mandatory reports (section 1 and section 4); survey from Fast Retailing and self-evaluation report.
- (3) there will be an attendance check for each lecture
- (4) students must attend all the online sessions (at least 80%)
- (5) no university credits will be given
- (6) no final tests will be conducted

4. Syllabus and Schedule

4.1 Japanese Cultural Course

Japanese Cultural Course				
No	Date & Time	Time	Content	Note
1	Jan 18, 2024	20:00 VST - 21:30 VST 1.5 hours (Suggested learning time)	Overview of the Japanese business management ecosystem (“Japanese Business Management” operated by edX)	
2	Jan 21, 2024	20:00 VST - 21:30 VST 1.5 hours (Suggested learning time)	Japanese style management: past, present and future (“Japanese Business Management” operated by edX)	Students are required to finish the section 1 report by 1/21
3	Jan 25, 2024	20:00 VST - 21:30 VST 1.5 hours (Suggested learning time)	Japanese automobile industry: Toyota, Nissan, Honda (“Japanese Business Management” operated by edX)	
4	Jan 26, 2024	16:00 VST to 17:00 VST 1 hour	Online discussion session with Professor Ikegami	Before the online discussion, by 24/1 students are required to finish survey for sections 1 & section 2
5	Jan 30, 2024	20:00 VST - 21:30 VST 1.5 hours (Suggested learning time)	Future of Japan: Recruit, Softbank (“Japanese Business Management” operated by edX)	Students are required to finish the section 4 report by 2/2
6	Feb 3, 2024	16:00 VST to 17:00 VST 1 hours	Online discussion session with Professor Ikegami	By 2/2 students are required to finish survey for section 3 & 4
7	Feb 24, 2024		Program access end (video access, test submission, essay self-evaluation)	

(Total: 8 hours)

4.2 Japanese Language Course

Japanese Language Course				
No.	Date	Time	Section Title Length (approx.)	Lecture Topic
1	Feb 24, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit1: Japanese Greetings
2	Mar 02, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit2:Self Introduction (Including Family) + Likes and Dislikes + Counting
3	Mar 09, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit3:Asking things in Japanese + Counting
4	Mar 16, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit4:Asking places in Japanese + Counting
5	Mar 23, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit5:Japanese Verb Part-1 / Role Play - 1
6	Mar 30, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit5:Japanese Verb Part-2 / Role Play - 2
7	Apr 6, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit6:Japanese Verb Part-2 / Role Play - 1
8	Apr 13, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit6:Japanese Verb Part-2 / Role Play - 2
9	Apr 20, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit7:Japanese Verb Part-3 / Role Play - 1
10	Apr 27, 2024	16:00 - 19:00 VST	3 hours (Break included)	Unit7:Japanese Verb Part-3 / Role Play - 2
11	May 04, 2023	16:00 - 19:00 VST	3 hours (Break included)	Review Session

(Total: 33 hours)

*Subject to change depending on the situation



FAST RETAILING

5. Fast Retailing Co., Ltd

“Changing Clothes, Changing Conventional Wisdom, Change the World”

5.1 Who are we

- The Fast Retailing Group is the third-largest apparel manufacturer and retailer, originated in Japan.
- UNIQLO is the largest of 7 brands in the Group, and the others include GU, and Theory which achieved consolidated annual sales of ¥2.7665 trillion for the year ended August 2023 (FY2023).
- The Group's pillar UNIQLO operation boasts 2,434 stores worldwide and FY2023 sales of ¥2.3275 trillion.
- Driven by its LifeWear concept for ultimate everyday clothes, UNIQLO offers unique products made from high-quality, highly functional materials, and offers them at reasonable prices

5.2 Why we do this

- We seek to enrich people’s lives through our unique corporate activities and to grow and develop our company in unity with society.
- We hope this course contributes to the development of Global Business in Vietnam and raises interest in the Japanese language and culture among the talented people in Japanese Society

6. About partner universities

6.1. Waseda University

The Waseda University Business Finance Research Center, a division of Waseda University's Graduate School of Business Administration and Graduate School of Business Management, serves as a vital affiliated research institute focused on the fields of business and finance. With the aim of training professionals with advanced specialized knowledge who can effectively apply research outcomes for the betterment of society and its development, they are working on fulfilling their role as a core research institution in business and finance.



Prof. Jusuke JJ Ikegami

Professor Jusuke JJ Ikegami is a highly accomplished individual with extensive experience in academia and the business world. He joined Waseda University in 2006 and has been a Professor at the Waseda Business School (WBS) since 2015. Prof. Ikegami obtained an MBA from Cambridge University and a Doctor of Business Administration from Hitotsubashi University. Currently, he holds the position of an outside corporate (independent outside director) at Toyo Inc SC Holdings, where he continues to contribute as a board member.

6.2. Nihongo Center

The Nihongo Center is a premier Japanese language educational institution located in New Delhi, India. With over 20 years of experience, the center has been providing high-quality Japanese language education and culture education to students from around the world with various backgrounds. With a rich history of accomplishments, including commendations from the Japanese government, the Nihongo Center is engaging in promoting the spread of the Japanese language and culture. Many of our graduates have gone on to work for Japanese companies and beyond, contributing to the growth of the Japanese market.



Noriko Nasukawa

Noriko Nasukawa graduated from Chuo University, Tokyo in English Literature. After receiving M.A. & M.Phil. In Sociology from Jawaharlal Nehru University, New Delhi, she took a Diploma Course in Hindi (2 years) from Delhi University. After that, Noriko Nasukawa established Nihongo Center, Japanese Language Institute, New Delhi in the year 2003. She was awarded the Foreign Minister's Commendation for 2018, Govt. of Japan for the significant contribution made towards advancing true closeness and understanding between Japan and India by promoting Japanese language education in India.

