

## 2023年度 関西学院大学 海外客員教員(招聘A) 成果報告書

書式 2

(適宜行追加可 Additional lines can be added as needed)

受入担当 教員	所属・職	国際教育・協力センター
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海外客員 教員	所属・職	カナダ ウェスタン/キングス大学 経営・経済・数学部准教授
	氏名	Grigori Erenburg
招聘目的	1. 授業担当 2. 共同研究 3. 特別枠 (いずれかに○)	
招聘期間	2023年 4月 1日 ~ 2023年 8月 11日	
<b>成果報告</b> <b>Achievement Report</b> 以下の内容を日本語か英語で記載して下さい。 Please describe the following in Japanese or English. 1. 授業担当 Teaching classes (1) 授業科目名 Course titles (2) 授業担当の成果 The achievement of the classes in which you are in charge	1. Topics in Canadian Studies A: This was a course on introduction to Canadian Economic History adapted to all majors and different levels of undergraduate students. Because of the content (economic history) and very different levels of the students in this class it was the most challenging course of all during my visit. I tried to relate Canadian Economic History with events that happened in Japan at the same time. Also, where possible, I provided interactive and or game experience, so that it would help students to be more actively involved. However, for the most part, the course involved lecture-based classes, which were quite challenging for the students. At the end of the course, students submitted reflection paper reports on the topic of their choice based on the covered material. I was pleased to learn that students took to heart some of the topics and worked on them diligently. Topics included History of Canadian taxes, tariffs, Canadian Temperance Act, and real estate industry. 2. Topics in Canadian Studies B: This was a course on Canadian Business Culture. Topics included were language, religion, society, and culture (including business culture), social and business etiquette. The course was modified from more general Cross-Cultural Business Study course with the focus on Canadian business culture compared with Japanese business culture. I was under the impression that students were able to follow this course with more ease (than Canadian Economic History course), perhaps because culture study topics are much more relatable for the broad audience. At the end of the course students had to submit personal reflection papers on topics of their choice. Those were based on Hofstede's cultural dimensions theory and included concepts such as work-life balance and flexible work arrangements, women's advance in the society and related factors, power distance, and indulgence cultural dimensions.	

3. Introduction to Canadian Studies A:

This was an omnibus course represented by Professor Norie Yazu, in which I gave a lecture on “Japan and Canada economic relationships.” Since most of the class were first year students and had no background in Economics or Business, the topic had to be easy enough for them to understand. I presented basic concepts in economics using a gamified approach with the use of real time quizzes and Clicker Mint application. Topics included Big Mac index price comparison between Canada and Japan, ultimatum game etc. The students seemed to enjoy the interactive format of the lecture.

4. Global Career Seminar in Japan (GCSJ):

I tutored the KGU and Canadian students who participated in this program and led them to completion of their presentations. Since most students (by design of the program) were not from business programs, the most challenging part for them was the team-based format and competitive nature of the projects. I assisted other instructors of the seminar in mentoring the students to help them navigate the complex cultural and business-oriented nature of the challenge.

5. Guest lecture in Dr. Koji Kojima’s research seminar.

I presented the results of my research published in Journal of Marketing “Do Marketing Media Have Life Cycles? The case of Product Placement in Movies.” The students seemed to enjoy the presentation, which was reflected by the questions they asked during and after the presentation.

**受入担当教員コメント**  
(日本語で記載)

エレンバーグ先生は、本学の授業のために、日本のビジネスと日本とカナダの経済関係について新たに研究したうえで、学生たちにわかりやすいように、授業の内容を構築した。また、8月のCCプログラムのGlobal Career Seminar in Japanでは、カナダと関学の学生たちのビジネス課題の解決において、一人ひとりに丁寧に指導し、学生同士の対立に仲介に入るなど顕著な活躍がみられた。

海外客員教員が成果報告欄をご自身で記入される場合は本書式をお使いください。

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