

**Toyohashi University of Technology,  
Institute for Global Network Innovation in Technology  
Education  
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### Lectures at Polytechnics

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#### 1. Outline

On January 15, National Center Test for University Admissions was conducted in heavy snow. We departed for Penang the night, arrived in Penang the next morning and began preparations for lectures at PSP (Politeknik Seberang Perai), PTSB (Politeknik Tuanku Sultanah Bahiyah) and USM (Universiti Sains Malaysia) at TUT Penang. After that, we gave lectures at PSP on February 6 to 10 and at PTSB on February 13 to 16.

#### 2. Lecture preparation period

During the 3 weeks since I arrived in Malaysia, we concentrated and adjusted with Polytechnic staff about the classes of Introduction to Marketing Theory, which are highly relevant to lecture subjects in Japan. In my case, the lectures at PSP and USM were decided to implement two classes of “Introduction to Marketing Theory”, which are highly relevant to lecture subjects in Japan. In addition, I was decided to implement one class of the same subject and “Effective Strategies for Digital Entrepreneurship” which is one of subjects presented from PTSB as the lectures in PTSB. I was pressed by the work due to parallel adjustment and preparation for classes.

By the way, we went to TUT Penang every day from Reccsam we stayed. Although bus utilization can be considered as a way of transportation, there is a big disadvantage that we cannot know when the bus will arrive because there is no timetable system on the bus in Penang. Therefore, we commuted to Penang school using Grab and Uber every morning. I used Uber even in New York, but Grab seemed to be spreading at the same level in Malaysia.

These are services that can call a hire using a smartphone. These are handy applications that can know who and when will pick up if you specify your current location and destination on the map. Also, we can know the arrival time after the ride. Incidentally, Grab and Uber are one of the businesses that provides a platform to support P2P type sharing. Such a business has dominated the world in recent years and there is Airbnb which is famous for a vacation rentals support service as a similar business. I handled marketing theory in my lecture, so I devised to introduce examples of such sharing business, Malaysia's automobile industry, which has highly relationship to Japanese companies, and things I noticed in Malaysia life.

#### 3. Lecture practice

I introduced STP and 4Ps of marketing as introductory contents for the students of Semester 2 on PSP and the students of Semester 4, 5 on PTSB. Both students were extremely enthusiastic and I was able to progress the lecture very smoothly. They positively participated some activities that use the classroom white board, and replied when I asked understanding or not. On both the PSP and PTSB lectures, I was extremely anxiety whether I could give satisfaction, because I gave lecture in a situation that I did not know the level of knowledge on the students. In the second lesson, I upgraded the contents based on the students' feelings. As a result, according to the opinion in the class

questionnaire form, it seems that satisfaction degree on the lecture was high. However, I received much comment on English speech and it is a future problem. Many stuffs attended the lecture at PTSB, and they also made a note of the contents, so I thought that could provide new information to the teachers as well as the students in Digital entrepreneurship class. PTSB stuffs and I also exchanged each E-learning site information. I was surprised that all professors are using the E-learning site. By the way PTSB is in Kedah state in the Malay Peninsula, so we stayed there for a week. During that period, my office was set up in the department, and they have done me many kindnesses. The picture was taken when I went to have a Cendol with the department's stuffs. I would like to take this opportunity to express my appreciation.



Picture 2: E-learning session at PTSB



Picture 3: A scene with *Cendol*



Picture 1: With students at PSP

## Looking back over the past year

Iori Nakaoka, National Institute of Technology, Ube College

Before looking back on a year, I would like to introduce an awareness in activities at USM.

The lecture at the USM in late February, like the lecture with Polytechnic, the students' eagerness to learn was very high. I talked about the introduction of marketing theory for this year's first grader using many actual examples. Through this lecture I felt that they had the ability to think practically against the actual things. The feature was the same as the students of commerce department in polytechnic. As a result of thinking about the reason in the last few days of staying in Malaysia, I came up with the hypothesis that it is based on mechanism to sell foods and goods on a daily basis as part of entrepreneur education. I think that practical skills can be gained by accumulating experience on the flow from procurement to sales, so I learned as a business administration course staff.

In addition, I was asked to do a seminar at USM by Prof. Hooy as a dean of the department, so I presented on recent research results. It was a meaningful time because some doctoral students and several teachers participated in the seminar and it was an opportunity to exchange opinions. I would like to take this opportunity to thank all of the staff and students.

When my participation in global FD was decided, my heart that had no experience of long stay on foreign country was anxiety because I had to be able to lecture in English in Malaysia after a year. However, thanks to the training at TUT and QC and the strong support of professors in Malaysia, I was able to finish

my lecture successfully.

In future, we must return the achievements of this training to student guidance. As a student's tendency, although there are students who are strong in English words, listening and reading skills, I think there are very few students who have excellent speaking ability. I believe that it is caused by less opportunities to speak English. There are also many students who are not used to speaking in public. Therefore, I am planning to start making a mechanism to utilize English little by little in the lecture. In addition, I would like to have opportunities that students introduce in English in some cases. Also, I fully support when students present at international conference.

NIT, Ube college is one of the colleges where international exchange is popular, but I'm going to start with familiar opportunity.



Picture 1: Seminar in USM

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