

STEPS Students Report

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Through this program, I improved English conversation skills and learned some basic expressions in Russian. I also learned the basics of Supply Chain Management and International Marketing.

My English skills, speaking, listening, were improved because all classes I took were held in English and I had plenty of opportunities to use English. In addition to that, we had group assignments every week and needed to make a presentation. In these assignments, we, exchange students from all over the world, shared the idea, culture, religion, environment, and so on, and made plans of management, export, and marketing. I had to express my opinions to others and understand what foreign students maintain in order to make our plans better. These experiences improved my ability to understand people with different cultural backgrounds and express what I think in English.

I learned simple everyday conversation in Russian. I studied simple words and phrases in Russian class. I got simple conversations in Russian with station staff and store clerks at the station and supermarket.

I took Supply Chain Management, and learned basics of it. I understood various forms of logistics and supply chain. I also studied how to minimize the costs associated with them. I was particularly interested in classes that optimized distribution plans using supply chain simulation. Adjusting the order quantity and stock and selecting the best one among various transport methods such as land, air and sea route, I simulated the distribution plan considering trade-offs of overstock and lack of stock.

At International Marketing, I deepened my understanding of international export strategies. Applying the analysis and strategy frameworks such as Grid analysis, PESTEL analysis, SWOT analysis, Porters five forces, 4P analysis and Foreign Market entry modes on an international scale, I can make plans to export the products of a company in one country to the market of another country. For example, I made plans to export Japanese knife group knives to Ireland with Irish and Russian students. We shared the culture, religion and environment of each country; we investigated economy and market together,

and made export strategy better. On the premise of export forms and methods learned in class, I was able to understand various ways of thinking by discussing with various students. In this lesson, the importance of socio-environment and market distance were emphasized in particular. In other words, I learned that it is important not to stick to the common sense of my country, but to understand the partner country well and carry out marketing.

Finally, in this unknown Russian land in this program, various friends helped me. My roommate bought me sports drinks and given me some medicine when I was food poisoned. Russian friends actively interpreted English to Russian when I was in trouble with administrative procedures etc. I was able to overcome difficulties with many people I met in Russia. If it had not been for their help, I would have died. Thanks to the many staff involved in this program I was able to spend meaningful time in Russia. I am grateful to everyone who supported me.

Thank you very much for reading!

