

「広義の経営学」と「狭義の経営学」に関する資料

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経営：management；Betrieb

日常語として、経営するという機能的な意味。

経営学では、実体概念としての経営；ベトリープ (Betrieb)

機能概念としての経営；マネジメント (management)

日本では、実体概念、機能概念が入り混じって、様々に用いられている。

実体概念としての経営は、「経営体」

機能概念としての経営は、「経営」

経営学 (business administration; Betriebswirtschaftlehre)

企業の実践的要請に応える形で成立した学問

企業の構造と機能を貫く法則性の解明；経営経済学 (Betriebswirtschaftlehre)

法則性に基づく実践的解決の解明；経営管理学 (business administration, management)

経営の諸問題の実践的解決のため、必要な限りあらゆる学問を利用するというプラグマティックな立場に立ち、その内容としては、マネジメント、マーケティング、金融、会計、統計などを含む。←行政学 (public administration) と並ぶ学問 ⇒ 広義の経営学

他方で、マネジメントを核に、経営体の構造と機能を機能論的に明らかにし、意思決定論的に究明する。 ⇒ 狭義の経営学

(参考：『基本経営学用語辞典』吉田和夫・大橋昭一編著、同文館、1994年、
『ベーシック経営学辞典』片岡信之他編著、中央経済社、2004年)

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広義の経営学を“business administration”、狭義の経営学を“management”という考えに立つという提案。その提案を裏付ける用い方の例示を以下に示す。

“Business”：事業ないし事業体

Business は、暮らさないし利益の手段として関わる活動 (a commercial activity) ないし活動に関わる存在 (an entity) であるが、概念としては主に、財およびサービスを提供しようとする活動に用いられている。“business”の用語は、“commercial, financial and industrial activity”に関わり、また、“managing people to organize and maintain collective productivity toward accomplishing particular creative and productive goals”をも含んでいる。Business の項目では、Privately owned business (private business), government-owned business, nonprofit business, cooperatives, international business, e-business の小項目が示されている。(International Encyclopedia of the Social Sciences,

2nd ed., ed. By W. A. Darity, Macmillan, 2008)

“Business and Society” という見出しでは、“business” は事業体の意味として使用されている。成功するためには、どのような事業経営者 (business manager) も事業体 (business) と広範囲な社会との間の全てのインターフェイスを理解する必要がある。ここでのインターフェイスは、SLEPT と表現されている。その内容は、Social Factors、Legal Factors、Environmental Factors (自然環境)、Political Factors (business activities が規制を受ける法律の制定過程としての意味)、Technological Factors (new means of manufacturing, packaging, distribution, advertising, marketing and communicating の新たな手段に関わる科学技術) である。(International Encyclopedia of the Social & Behavioral Sciences, eds, by N. J. Smelser and P. B. Baltes, Elsevier, 2001)

“Management”

Management は、a set of functions and tasks を意味し、組織が目的を達成できるように個人や諸集団によって遂行される諸機能である。マネジメントは過程論的(planning, organizing, staffing, directing, and controlling) に捉えられ、リーダーシップと区別される。(International Encyclopedia of the Social Sciences, 2nd ed., ed. By W. A. Darity, Macmillan, 2008)

MBAコースとしての経営大学院での用い方

経営大学院 (Business School) プログラムの核となる領域は、accounting, finance management, marketing, management information systems, operations management, operations research となっている。(International Encyclopedia of Business and Management, ed. By M. Warner, Thomson Learning, 2002)

Harvard Business School の Academic Units (2012)

Accounting & Management	To strive to be the worldwide leader in research, course development, and teaching on top managements' use of performance measurement systems
Business Government & the International Economy	To research on, and teaches about, the economic, political, social, and legal environment in which business operates. The Unit includes scholars trained in economics, political science, and history; in its work, it draws on perspectives from all three of these disciplines.

Entrepreneurial Management	To strive to raise the level of academic work in the field of entrepreneurship, in methodological rigor, conceptual depth, and managerial applicability. We also strive to improve the odds of entrepreneurial success for our students and for practitioners worldwide.
Finance	To assemble and nurture a faculty whose interests and skills complement each other, and who work well together: to produce a broad range of finance-related research that is published in top-tier scientific and practitioner journals, and that addresses issues of present and future importance to managers (including regulators and policy makers); to develop highly-relevant and intellectually rigorous MBA and executive education courses; and to mentor future academics through the Business Economics doctoral program.
General Management	To be concerned with the leadership and management of the enterprise as a whole.
Marketing	The Marketing faculty aims to understand the needs of an organization's customers in order to create, communicate, capture, and sustain value for the firm. Our faculty examine marketing issues related to branding, business marketing, global marketing, distribution channels, pricing, direct and interactive marketing, sales management and return on marketing investment with specialties in specific industries such as retailing, agribusiness, social enterprise, media, arts and entertainment.
Negotiation Organization & Markets	To seek to understand and improve the design and management of systems in which people make decisions: that is, design and management of negotiations, organizations, and markets. In addition, members of the group share an abiding interest in the micro foundations of these phenomena.
Organizational Behavior	To create and disseminate knowledge that advances the understanding of how to lead and manage with the aim of increasing personal and organizational effectiveness.

	Although specific research interests span a wide range of subjects, the faculty shares a problem driven, interdisciplinary, multi method approach that has led to significant impact on theory and practice.
Strategy	To study firms as competitors in an economic landscape. Key issues include: the development and effectiveness of firm strategy at both a business and corporate level; the analysis of the competitive environment; and the sustainability of strategy over time.
Technology & Operations Management	To be concerned with the design, management, and improvement of operating systems and processes.

The Univ. of Chicago Booth School of Business ∅ Curriculum
(2012)

Categories	Fundamental Courses	Approved Substitutes
Foundation Courses	Financial Accounting Microeconomics Statistics	Developing analytical tools and knowledge
Basic Business Functions,	Finance, Marketing,	Introductory Finance; Investments; Corporation Finance
		Marketing Strategy (Consumer Behavior; Quantitative Marketing Research Methods; Data-Driven Marketing; Marketing Research; Developing New Products and Services; Pricing Strategies; Advance Marketing Strategy
	Operations	Operations Management (Supply Chain Strategy & Practice; Operations Strategy & Performance Analysis; Revenue Management; Managing Service Operations

Management,	Decisions,	Managerial Decision Making Managerial Accounting Managerial Decision Modeling
	People,	Managing in Organizations Network Structures of Effective Management Power and Influence in Organizations Managing the Workplace
	Strategy	Competitive Strategy Strategy and Structure Markets and Organizations Business Policy
	Business Environment	Macroeconomics Global Institutions Political Economy The Legal Infrastructure of Business; Law, Economics & Business, Money and Banking, Understanding Central Banks, International Commercial Policy, International Financial Policy
Electives (11 courses)		
Lead (1 course)		Leadership Effectiveness and Development