

1. Course Code

2296

2. Course Title

M31e: ICT Business Strategy

3. Teacher

TSUCHIDA, Masayuki

4. Term

Fall 2

5. Course Requirements (Courses / Knowledge for this course) and Important Information

None.

(Even those who have not been interested in business are encouraged to take this course to gain basic knowledge about "corporate work," "starting a business," and "solving social issues.")

6. Course Overview and Objectives

In this course, students will learn basic business knowledge and ways of thinking using ICT companies as examples. In addition to the basics of business management such as business environment analysis, business strategy, marketing, innovation, finance and accounting, and business models, students will also learn how to create business presentations and business plans. In each unit, students will first learn the basic concepts in a lecture, and then do an exercise to consider examples.

7. Course Outline

- 1 Orientation
- 2 External environment analysis
- 3 Internal environment analysis
- 4 SWOT analysis
- 5 Competitive Strategy
- 6 Business Strategy
- 7 Marketing
- 8 Innovation
- 9 Business Accounting & Finance
- 10 Financial Analysis
- 11 ROI Analysis
- 12 Business Model, Business Plan
- 13 Business Presentation (Lecture)
- 14 Business Analysis (Work)
- 15 Business Analysis (Presentation)
- 16

8. Textbooks (Required Books for this course)

None (Course materials will be distributed.)

9. Reference Books (optional books for further study)

None

10. Course Goals (Attainment Targets)

- (1) To acquire fundamental knowledge about business administration and to be able to explain it
- (2) To be able to analyze the business, using business analysis tools.
- (3) To be able to explain the business strategy and business model of successful business.
- (4) To be able to understand and utilize the methods and procedures of ICT business development.
- (5)
- (6)
- (7)
- (8)

11. Correspondence relationship between Educational goals and Course goals

Educational goals of the school			Course Goals
High level ICT skills	Basic academic skills		
	Specialized knowledge and literacy		(1), (2), (3), (4)
Human skill (Tankyu skill)	Ability to continually improve own strengths		
	Ability to discover and resolve the problem in society	Problem setting	
		Hypothesis planning	
		Hypothesis testing	
		Practice	
	Fundamental Competencies for Working Persons	Ability to step forward	(2), (3)
		Ability to think through	(2), (3)
		Ability to work in a team	(2), (3)
Professional ethics			

12. Evaluation

Goals	Evaluation method & point allocation					
	examination	Quiz	Reports	Presentation	Deliverables	Other
(1)			○			
(2)			○	○		
(3)			○	○		
(4)			○			
(5)						
(6)						
(7)						
(8)						
Allocation			60	40		

13. Evaluation Criteria

Examination	
Quiz	
Reports	The contents of daily class reflection must be done well. The solution must be discussed based on the knowledge learnt in the classes.
Presentation	Business analysis must be mentioned using analysis skills and presentation skills such as delivery, content and composition.
Deliverables	
Other	

14. Active Learning

Hourly percentage of active learning within the whole class time		20%
1	Active learning such as problem solving assignment using the knowledge and skills acquired in class.	All the time
2	Active learning such as group works and discussions.	Sometimes
3	Outcome presentations and feedbacks.	Not at all
4	Students actively make decisions on how the class should be conducted.	Not at all

15. Notes

16. Course plan

(Notice) This plan is tentative and might be changed at the time of delivery

Lesson 1: Orientation	(Lecture 75min, Work 15min)
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The overview and the introduction of the course are explained.

1. Orientation
2. The objectives of ICT business; Value creation and value capture
3. Business analysis frameworks
4. 3C analysis; Company, Customer and Competitor

Lesson 2: External environment analysis	(Lecture 75min, Work 15min)
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To develop the business, the external and internal environment analysis is essential. At first, students learn the external business environment analysis.

1. External environment
2. PEST analysis; Political, Economic, Social and Technological issues
3. Future prediction

Lesson 3: Internal environment analysis	(Lecture 75min, Work 15min)
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Students learn the internal business environment analysis.

1. Strength and Weakness of the company
2. Value-chain
3. Core competence

Lesson 4: SWOT analysis	(Lecture 30 min, Work 60min)
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To execute the environment analysis, the SWOT analysis is a very popular tool.

Students learn how to use SWOT analysis through a case study.

SWOT analysis:

1. Lecture and individual work
2. Group Work
3. Class discussion

Lesson 5: Competitive Strategy	(Lecture 75min, Work 15min)
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Students learn some ideas of competitive strategy.

1. Five forces in the industry
 2. Strategy group and generic strategy
 3. Blue Ocean Strategy
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Lesson 6: Business Strategy	(Lecture 30 min, Work 60min)
Groups of students work case study of business strategy.	
<ol style="list-style-type: none"> 1. Lecture and individual work 2. Group work 3. Class discussion 	
Lesson 7: Marketing	(Lecture 75min, Work 15min)
Famous business scholar Professor Peter Drucker said, "the two enterprise functions are marketing and innovation." Students learn the overview of the function of "Marketing".	
<ol style="list-style-type: none"> 1. What is Marketing? 2. Marketing 4Ps; Product, Price, Place and Promotion. 3. Marketing strategy 	
Lesson 8: Innovation	(Lecture 75min, Work 15min)
Students learn the other function "Innovation".	
<ol style="list-style-type: none"> 1. What is Innovation? Definition and examples 2. Innovator's Dilemma 3. Social innovation 	
Lesson 9: Business Accounting & Finance	(Lecture 75min, Work 15min)
Accounting and finance are fundamental skills for business. Students learn the basic idea of financial accounting.	
<ol style="list-style-type: none"> 1. Balance sheet (B/S) 2. Income statement (I/S) 3. Cash Flow statement (C/F) 	
Lesson 10: Financial Analysis	(Lecture 30 min, Work 60min)
Students understand financial analysis through case study.	
<ol style="list-style-type: none"> 1. Financial ratio analysis (ROA, ROE, profit ratio, turnover ratio, etc) 2. Group work 	
Lesson 11: ROI Analysis	(Lecture 75min, Work 15min)
Students learn the basic idea of ROI (Return on Investment).	
<ol style="list-style-type: none"> 1. Basic idea of Discount Cashflow 2. NPV(Net Present Value), IRR(Internal Rate of Return) 3. Decision Making of ROI 	

Lesson 12: Business Model, Business Plan

(Lecture 75min,
Work 15min)

For ICT business development, the business model is very important. Students learn basic ideas of business model and business plan.

1. Business Model Canvas
2. Examples of Various Business Models and ICT solutions.
3. Business plan factors

Lesson 13: Business Presentation (Lecture)

(Lecture 75min,
Work 15min)

To promote a new business, persuading other people is essential matter. So, students learn business presentation skill.

1. Objectives of Business Presentation
2. Presentation Delivery skills
3. Presentation Content and Composition

Lesson 14: Business Analysis (Work)

(Lecture 10 min,
Work 80min,)

Students deepen their understanding with business analysis work.

1. Business analysis (Work)
2. Preparing Presentation (Work)

Lesson 15: Business Analysis (Presentation)

(Presentation 60min,
Discussion 30min)

Students make presentations of their business analysis. After each presentation, we have class discussion.

1. Presentation and class discussion
 2. Wrap-up
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