

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

ISAMU,SEKINE

1. Course Description

In this course, we will learn "business models", which are very crucial for firms to create customer values and maintain competitive advantage. As well as learning important types of business model, we will learn customer segments, value propositions, how to deliver values, and revenue and cost structure model through filling out "a business model canvas".

In the first half of semester, we will discuss together how to adapt business models to practical firms. In the second half, students will be divided into small groups, conduct real-time case studies, and present their outcomes. As extra lessons, we will have classes of "presentation skill" and "finance literacy", and we will visit an ICT start-up company.