

Seminar II

Syllabus Number

SEM-302

Compulsory 2
credit

ISAMU,SEKINE

1. Course Description

In this course, we will learn "business models", which are crucial for firms to create customer values and maintain competitive advantage. As practical applications of what we learned business model types and canvas in the spring semester, we will conduct case studies to explore effective business models in various industries.

In the first half of the fall semester, we will learn effective business models through lectures and class discussion. In the latter half, students will select their favorite industries and firms, conduct real-time case studies, and present their favorite firms' strategic directions what if they were CEOs of respective firms. As extra activities, we will visit some companies to deploy practical case studies.