

Business Analysis I

Syllabus Number

MAN-325

Elective

2 credit

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1. Course Description

Business Analysis is an analytical method to clarify actual situations such as corporate performance, prospects for business performance, potential risks, and corporate strengths and weaknesses. Information obtained through Business Analysis is indispensable for managers of companies, also for investors who must properly evaluate companies.

In this Course I, students will learn the basic framework of business analysis, such as gathering analysis data, grasping the company's outline, industry analysis, management strategy analysis, financial analysis, and so on according to actual business activities.