

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 establish competitive advantage. In the first half of semester, as well as learning important business model types, we will learn how to fill out "business model canvas" through learning important factors of business models such as customer segments, value propositions, channels, key resources, key activities, key partners and revenue and cost structure.

In the second half, students will be divided into small groups, conduct real-time case studies, and present new business models what if they were CEO of the case-study companies. As extra lessons, we will have classes of "presentation skill" and "finance literacy", and we will conduct ZOOM online conference with top managements of some ICT start-up companies.