

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 establish competitive advantage.

In the first half of the fall semester, we will learn effective business models through lectures and class discussions. In the last 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 the respective firms. As extra activities, we will conduct online conferences to invite top managements of some ICT companies.