

Seminar on Industry and Enterprise II

Syllabus Number

SEM-402

Compulsory Elective
2 credit

ISAMU,SEKINE

1. Course Description

This course is designed for fourth-year students to learn practical knowledge and skills about ICT(Information and Communication Technologies) Industry and firms. Even in the midst of covid-19 crisis, the ICT industry is booming and increasing its strategic importance. Moreover, "Digital Transformation (DX)" is becoming essential for most firms to innovate their business models and gain a competitive advantage.

In the fall semester, we will mainly analyze business models of excellent ICT firms such as GAFAM(Google, Apple, Facebook, Amazon and Microsoft) and Next GAFAM companies (Uber, Airbnb, Netflix and Tesla) in order to share the key factors for success of these companies.

Finally, because this course is designed for the fourth-year students, we will learn basic business skills which will be necessary to business persons who will start their new career next April.