

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 advantages. In the first half of semester, other than learning important business model types, we will learn how to utilize "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.

18 Students will be divided into four small groups and conduct real-time case studies by group works. In the first half, we will invite some corporate top managements and conduct questions & answers sessions on a Zoom basis.