

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 last half, we explore successful business models to pick up excellent companies from various industries through real-time case studies.

Other than learning business models, we will discuss what are the criteria of "Good Company" to prepare for successful 'Shukatsu'.

Finally 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 Zoom conferences to invite top managements of some ICT companies.

In the last half, other than