

**Business Capability
Management and PracticeIV)**

IV (Business

Syllabus Number

MAN-206

Elective

2 credit

ISAMU,SEKINE

1. Course Description

This course is designed for students to learn a basics of financial statement analysis as well as major management analysis such as SWOT, 5 force analysis and business model canvas. Firstly, we will learn basic structure of financial statements and major financial ratios to measure financial performance. Secondly, to be practical, we will explore how competitive strategies and business models affect major companies' financial performance through case studies of Automobile companies, Retail companies and Entertainment companies. The final goal is to select your favorite company, conduct various corporate analysis, and propose strategic recommendations what if you were CEO of the company.