

Seminar on Industry and Enterprise II

Syllabus Number

SEM-402

Compulsory Elective
2 credit

ISAMU, SEKINE

1. Course Description

In this course, we will practically learn the ICT industry and ICT companies.

The ongoing COVID-19 has escalated the worldwide industrial changes, in which the eating-out restaurant, tourist and transportation industries have been faced with a big decline whereas the ICT industry has been booming. The digital technology has changed the rule of competition and disrupted conventional industries in the global market. In such a situation, Japan ranked 28th according to the

IMD World Digital Competitiveness Ranking 2021, which is causing stagnation of labor productivity in the Japanese economy. The digital transformation (DX) has become very crucial not only for ICT industry but also for all industries.

In the last half, we will explore key success factors of big tech companies such as GAFAM, Tesla, Netflix and other NEXT GAFA companies through the lens of business models and data science.

Other than this exploration, because this course is designed for senior students, we will learn necessary knowledge and skills to start careers as new business persons.