

Industry and Enterprise Research I

Syllabus Number

MAN-313

Elective

2 credit

ISAMU,SEKINE

1. Course Description

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

The digital technology has changed the rule of competition and disrupted conventional industries in the global market.

The COVID-19 has accelerated the change and Satya Nadella (CEO of Microsoft) said " Covid-19 pandemic has accelerated digital transformation across sectors and What we are going to think about during 2030 is probably going to be true in 2025". The digital transformation (DX), in which companies drastically change their business models by AI, IoT, big data, and metaverse, has become one of the biggest management agenda for all industries. In the first half, we will explore how DX is going to change industrial competitiveness in various industries such as retail, manufacturing, finance and health care industries.

Other than the above exploration, because this course is designed mainly for junior students, we will learn "What is a corporation" from various points of views to prepare for upcoming 'Shukatsu'.