

産業実務演習Ⅳ (Business Management and PracticeⅣ)

科目ナンバリング MAN-212
選択必修 2単位

関根 勇

1. 授業の概要(ねらい)

This course is designed for students to learn “financial analysis” in which we practically analyses business and financial structure of major corporations. In the last half, we will mainly learn relations between business strategie (or business models) and financial structures through practical case studies.

2. 授業の到達目標

- ① Understand relations between business strategies and financial structures
- ② Acquire the skills of comparative financial analysis

3. 成績評価の方法および基準

Class participation and contribution (30%)

Drill submission (30%)

Final report submission(40%)

4. 教科書・参考文献

教科書

Reading assignments to be distributed

5. 準備学修の内容

Complete reading assignment before classes

6. その他履修上の注意事項

Vigorous class participation is highly appreciated.

7. 授業内容

- 【第1回】 Introduction: Course briefing and the basics of business models
- 【第2回】 Business models and financial structures①:GAFA and BATH
- 【第3回】 Business models and financial structures②:GAFA and BATH
- 【第4回】 Business models and financial structures③:GAFA and BATH
- 【第5回】 Business models and financial structures④:GAFA and BATH
- 【第6回】 Business models and financial structures⑤:(Airbnb, Microsoft)
- 【第7回】 Business models and financial structures⑥:(Netflix, Microsoft)
- 【第8回】 M.Porter's Competitive Strategy
Five force analysis and Three generic strategies
- 【第9回】 Business strategies and financial structures①: Fragmented industry
- 【第10回】 Business strategies and financial structures②: Emerging industry
- 【第11回】 Business strategies and financial structures③: Declining industry
- 【第12回】 Business strategies and financial structures④: Automobile industry
- 【第13回】 Business strategies and financial structures⑤: Retailing industry
- 【第14回】 Review and Summary: Comparative financial analysis
- 【第15回】 Summary and final report submission