

産業実務演習Ⅲ (Business Management and PracticeⅢ)

科目ナンバリング MAN-211
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 an introduction to financial statement analysis and strategy & business model formation. Firstly, we will learn basic structure of financial statements and frameworks of strategies & business models. Secondly, to be practical, we will explore how strategies and business models affect major companies' financial performance through case studies of GAFA (Google, Apple, Facebook, Amazon.com) companies. The final goal is to analyze your selected favorite company's financial position, and propose your strategic recommendations.

2. 授業の到達目標

- ① Learn how to read between lines of financial statements
- ② Understand financial ratios as a measurement of financial position
- ③ Afford to explain how business models affect ICT companies' financial performance

3. 成績評価の方法および基準

Class participation (30%)

Drill submission (20%)

Final report submission (50%)

4. 教科書・参考文献

教科書

Thomas R. Ittelson Financial Statements Career Press, 2009

Alexander Osterwalder & Yves Pigneur Business Model Generation Wiley, 2010

Michael E. Porter Compaititive Strategy Free Press, 1980

5. 準備学修の内容

Necessary copies of the above textbooks to be distributed in the class

Please review all materials uploaded in the LMS before and after the class

6. その他履修上の注意事項

Your vigorous class participation is highly appreciated.

7. 授業内容

- 【第1回】 Introduction: Course briefing and guide to financial analysis
- 【第2回】 Structure and vocabulary of financial statements①
- 【第3回】 Structure and vocabulary of financial statements②
- 【第4回】 Basics of financial statement analysis: Profitability analysis
- 【第5回】 Basics of financial statement analysis: Financial soundness analysis
- 【第6回】 Basics of financial statement analysis: Equity and market value analysis
- 【第7回】 Basics of strategic frameworks: SWOT and 5 force analysis
- 【第8回】 Basics of business models: Business model canvas and major business models
- 【第9回】 Basics of business models: Business models deployed by Mega ICT companies
- 【第10回】 Case study: Financial analysis of Apple INC. and its business models
- 【第11回】 Case study: Financial analysis of Alphabet INC. (Google) and its business models
- 【第12回】 Case study: Financial analysis of Amazon.com and its business models
- 【第13回】 Case study: Financial analysis of Facebook INC. and its business models
- 【第14回】 Final report submission and Summary of ICT industry's financial analysis
- 【第15回】 Review of submitted reports and comprehensive summary