

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 an introduction to industrial and corporate analysis. Firstly, we will learn basic structure of financial statements, basics of financial statement analysis 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 ICT, Retail, and Automobile industries. The final goal is to select your favorite industry and company, analyze its financial position and business models, and propose your strategic recommendations.

2. 授業の到達目標

- ① Understand relations among strategies, business models and financial performance
- ② Acquire the skills of comparative financial analysis
- ③ Afford to explain how strategies and business models affect companies' financial performance

3. 成績評価の方法および基準

Class participation and contribution (30%)
Drill submission (20%)
Final report submission (50%)

4. 教科書・参考文献

教科書

Original Text PDF published by ISekine to be uploaded in LMS

参考文献

Thomas R. Ittelson Financial Statements Career Press, 2009

Alexander Osterwalder & Yves Pigneur Business Model Generation Wiley, 2010

Michael E. Porter Competitive Strategy Free Press, 1980

5. 準備学修の内容

Necessary copies of the above textbooks to be distributed in the class
All materials uploaded in the LMS to be reviewed 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 corporate analysis
- 【第2回】 Structure and vocabulary of financial statements
- 【第3回】 Basics of financial statement analysis
- 【第4回】 Basics of break-even-point analysis
- 【第5回】 Basics of strategic frameworks: M. Porter's 5 force analysis
- 【第6回】 Basics of business models: Business model canvas and major business models
- 【第7回】 Case study: Industrial and corporate analysis
Retail Industry(1)
- 【第8回】 Case study: Industrial and corporate analysis
Retail Industry(2)
- 【第9回】 Case study: Industrial and corporate analysis
Retail Industry(3)
- 【第10回】 Case study: Industrial and corporate analysis
Automobile Industry(1)
- 【第11回】 Case study: Industrial and corporate analysis
Automobile Industry(2)
- 【第12回】 Case study: Industrial and corporate analysis
Automobile Industry(3)
- 【第13回】 Case study: Industrial and corporate analysis
ICT Industry(1)
- 【第14回】 Case study: Industrial and corporate analysis
ICT Industry(2)
- 【第15回】 Review of the submitted reports and summary of industrial & corporate analysis