

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

科目ナンバリング MAN-205  
選択 2単位

関根 勇

## 1. 授業の概要(ねらい)

This course is designed for students to learn a basics of financial statement analysis as well as business model formation. Firstly, we will learn basic structure of financial statements and major financial ratios to measure financial performance. 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), Netflix, and other ICT companies. The final goal is to select your favorite ICT company, conduct the financial analysis, and propose strategic recommendations what if you were CEO of the company.

## 2. 授業の到達目標

- ① Understand financial ratios as measurements of financial performance
- ② Learn the basics of business models and structure of business model canvas
- 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

TEXT PDF to be uploaded in LMS before the lecture

Necessary copies to be distributed in the class

### 参考文献

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

Please review all materials uploaded in the LMS before 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 and business model
- 【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: M. Porter's 5 force analysis and generic strategy
- 【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】 Case study: Financial analysis of Netflix INC. and its business models
- 【第15回】 Review of submitted reports and comprehensive summary