

# 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 a basics of financial statement analysis as well as strategy & 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 Automobile companies, Retail companies and Entertainment companies. The final goal is to select your favorite 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 Learn how to read financial statements between the lines
- ② Understand financial ratios as a measurement of financial performance
- 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

TEXT PDF to be uploaded in LMS before the lecture

Necessary copies to be distributed in the class

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

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 financial analysis and business models
- 【第2回】 Structure and vocabulary of financial statements (1)
- 【第3回】 Structure and vocabulary of financial statements (2)
- 【第4回】 Structure and vocabulary of financial statements (3)
- 【第5回】 Basics of financial statement analysis: Profitability, Financial soundness, Asset efficiency and Market Value analysis
- 【第6回】 Basics of financial statement analysis: Break-even analysis
- 【第7回】 Basics of strategic frameworks: SWOT analysis, 5 force analysis and ERRC analysis
- 【第8回】 Basics of business models: Business model canvas and major business models
- 【第9回】 Case study: Industrial and corporate analysis  
Automobile Industry(1)
- 【第10回】 Case study: Industrial and corporate analysis  
Automobile Industry(2)
- 【第11回】 Case study: Industrial and corporate analysis  
Retail Industry(1)
- 【第12回】 Case study: Industrial and corporate analysis  
Retail Industry(2)
- 【第13回】 Case study: Industrial and corporate analysis  
Entertainment Industry(1)
- 【第14回】 Case study: Industrial and corporate analysis  
Entertainment Industry(2)
- 【第15回】 Review of the submitted reports and summary of industrial & corporate analysis