

# 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 a basics of financial statement analysis as well as major management analysis such as SWOT, 5 force analysis and business model canvas. 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 competitive strategies and business models affect major companies' financial performance through case studies of GAMA (Google, Apple, META, Amazon.com). The final goal is to select your favorite ICT company, conduct various corporate 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 Understand the basic structure of 10K Report and how to utilize it for corporate analysis
- ③ Learn how to utilize SWOT, 5 force analysis and business model canvas to strategize them for companies' future growth
- ④ Afford to explain how competitive strategies and 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

Original TEXT PDF to be uploaded in LMS before the lecture

Necessary copies to be distributed in the class

Thomas R. Ittelson Financial Statements, Third Edition (Necessary copies to be distributed in the class) Career Press

### 参考文献

Michael E. Porter Compative Strategy (Necessary copies to be distributed in the class) 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

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| 【第1回】  | Introduction: Course briefing and guide to financial analysis and corporate 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: 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】  | Case study: Financial analysis of Apple INC. and its business models①                |
| 【第10回】 | Case study: Financial analysis of Apple INC. and its business models②                |
| 【第11回】 | Case study: Financial analysis of Amazon.com and its business models①                |
| 【第12回】 | Case study: Financial analysis of Amazon.com and its business models②                |
| 【第13回】 | Case study: Financial analysis of Alphabet Inc.(Google) and its business models①     |
| 【第14回】 | Case study: Financial analysis of Alphabet Inc.(Google) and its business models②     |
| 【第15回】 | Remote class: How to utilize SWOT analysis and strategize it for future growth       |