産業実務演習Ⅳ (Business Management and PracticeⅣ)

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 GAFAM (AAAMM) and Next GAFAM companies such as Tesla in the Automobile Industry. The final goal is to select your favorite 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 Learn how to read financial statements between the lines
② Understand financial ratios as a measurement of financial performance
③ Learn how to utilize SWOT, 5 force analysis and business model canvas to strategize them for future growth
④ Afford to explain how competitive 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 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, Third Edition　Career Press, 2021
Alexander Osterwalder & Yves Pigneur　Business Model Generation　Wiley, 2010
Oliver Gassmann, Karolin Frankenberger
Michaela Choudury　The Business Model Navigator
The strategies behind the most successful companies　FT Publishing, 2020

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】	Basics of financial statement analysis: Profitability, Financial soundness, Asset efficiency and Market Value analysis
【第5回】	Managerial accounting: Break-Even analysis (1)
【第6回】	Managerial accounting: Break-Even analysis (2)
【第7回】	Basics of Business Models: Major Business Models (1)
【第8回】	Basics of Business models: How to fulfill the business model canvas (2)
【第9回】	Case study: Industrial and corporate analysis ICT Industry ①:Apple (1)
【第10回】	Case study: Industrial and corporate analysis ICT Industry ②:Apple (2)
【第11回】	Case study: Industrial and corporate analysis ICT Industry ③:Amazon.com (1)
【第12回】	Case study: Industrial and corporate analysis ICT Industry ④:Amazon.com (2)
【第13回】	Case study: Industrial and corporate analysis Automobile Industry ①:Tesla vs Toyota Motors (1)
【第14回】	Case study: Industrial and corporate analysis Automobile Industry ②:Tesla vs Toyota Motors
【第15回】	Remote Class: Review of major financial analysis ratios