

**1. Course Code**

2297

**2. Course Title**

M32e: ICT Business Case Exercises

**3. Teacher**

TSUCHIDA, Masayuki

**4. Term**

Spring 2

**5. Course Requirements (Courses / Knowledge for this course) and Important Information**

"ICT business strategy" (2296) / equivalent knowledge

**6. Course Overview and Objectives**

In this course, based on the knowledge learned in the "ICT Business Strategy" course, students will analyze existing businesses through case studies (using Harvard Business School case materials) in the first half. In the second half, students acquire practical knowledge by envisioning new businesses and creating business concepts and business plans. By practicing the actual business development process, learn the fun of business development and points to be careful of. In the final presentation, each group will present and discuss the business plans they have created.

**7. Course Outline**

- 1 Orientation
- 2 (1) Case study: Matsushita Electric (Panasonic)
- 3 Groupwork, Presentation
- 4 Discussion & Wrapup
- 5 (2) Case study: Komatsu
- 6 Groupwork
- 7 Presentation
- 8 Discussion & Wrapup
- 9 New Business: Orientation
- 10 (1) Business Concept
- 11 (2) Business Strategy
- 12 (Groupwork)
- 13 (3) Business Plan
- 14 (Groupwork)
- 15 (4) Final Presentation & Wrapup
- 16

**8. Textbooks (Required Books for this course)**

None (Course materials will be distributed.)

**9. Reference Books (optional books for further study)**

None

**10. Course Goals (Attainment Targets)**

- (1) To be able to analyze the business, using environment analysis tools.
- (2) To acquire knowledge of customers value analysis, and to be able to use it.
- (3) To acquire knowledge of business model, and to be able to analyze existing business models and think out new business model.
- (4) To acquire knowledge of business concept and plan, and to be able to use it.
- (5)
- (6)
- (7)
- (8)

### 11. Correspondence relationship between Educational goals and Course goals

Educational goals of the school			Course Goals
High level ICT skills	Basic academic skills		
	Specialized knowledge and literacy		(1), (2), (3), (4)
Human skill (Tankyu skill)	Ability to continually improve own strengths		
	Ability to discover and resolve the problem in society	Problem setting	(1), (2), (3)
		Hypothesis planning	(2), (4)
		Hypothesis testing	(2), (4)
		Practice	(2), (3), (4)
	Fundamental Competencies for Working Persons	Ability to step forward	(2), (4)
		Ability to think through	(2), (3), (4)
		Ability to work in a team	(1), (2), (3), (4)
Professional ethics			

### 12. Evaluation

Goals	Evaluation method & point allocation					
	examination	Quiz	Reports	Presentation	Deliverables	Other
(1)			○	○		
(2)			○	○		
(3)			○	○		
(4)			○	○		
(5)						
(6)						
(7)						
(8)						
Allocation			60	40		

### 13. Evaluation Criteria

Examination	
Quiz	
Reports	The contents of daily class reflection must be done well. The consideration must be discussed logically and an original view point is expected.
Presentation	The proposal will be presented logically based on the basic business knowledge and group discussion.
Deliverables	
Other	

### 14. Active Learning

Hourly percentage of active learning within the whole class time		80%
1	Active learning such as problem solving assignment using the knowledge and skills acquired in class.	All the time
2	Active learning such as group works and discussions.	All the time
3	Outcome presentations and feedbacks.	All the time
4	Students actively make decisions on how the class should be conducted.	All the time

## 15. Notes

Classroom face-to-face participation (not online) is strongly recommended, because there is a lot of groupwork.

If there are three or fewer students registered, the course may be canceled.

## 16. Course plan

(Notice) This plan is tentative and might be changed at the time of delivery

---

Lesson 1-2: Orientation, Case study "Matsushita Electric(Panasonic)"	(Lecture 60min, Groupwork 120min)
---	--------------------------------------

---

The overview and the introduction of the course are explained. Understand the case study method, and study group for existing business.

1. Orientation, Case study
2. Case study "Matsushita Electric" (1) Understanding
- 3, Case study "Matsushita Electric" (2) Groupwork

---

Lesson 3-4: Case study "Matsushita Electric" Presentation and Discussion	(Groupwork 120min, Presentation 60min)
---	---

---

Study group for existing business.

1. Case study "Matsushita Electric" (3) Presentation
2. Case study "Matsushita Electric" (4) Discussion & Wrap up

---

Lesson 5-6: Case study "Komatsu" Group Work	(Lecture 60min, Groupwork 120min)
---	--------------------------------------

---

Study group for existing business.

1. Case study "Komatsu" (1) Understanding
2. Case study "Komatsu" (2) Groupwork

---

Lesson 7-8: Case study "Komatsu" Presentation, Wrap Up	(Groupwork 120min, Presentation 60min)
--	---

---

Study group for existing business.

1. Case study "Komatsu" (3) Presentation
2. Case study "Komatsu" (4) Discussion & Wrap up

---

Lesson 9-10: New business development (1) Business Concept	(Lecture 60min, Groupwork 120min)
---	--------------------------------------

---

New business development exercise.

1. New business development (Orientation lecture)
  2. Short lecture and Groupwork for Business Concept
-

---

Lesson 11-12: (2) Business Strategy	(Presentation 60min, Groupwork 120min)
-------------------------------------	---

---

New business development exercise.

1. Business Concept Presentation
2. Business Strategy Groupwork
3. Short lecture and Groupwork for Business Plan

---

Lesson 13-14: (3) Business Plan	(Presentation 60min, Groupwork 120min)
---------------------------------	---

---

New business development exercise.

1. Business Plan Presentation
2. Short lecture and Groupwork for Final Presentation

---

Lesson 15: (4) Final Presentation	(Presentation 60min, Lecture 30 min)
-----------------------------------	---

---

New business development exercise.

1. Final Presentation
  2. Wrap up
-