

**1. Course Code**

2296

**2. Course Title**

ICT Business Development

**3. Teacher**

TSUCHIDA, Masayuki

**4. Term**

Spring 1

**5. Course Overview and Objectives**

In this course students learn fundamental ideas of ICT business development. Students learn basic business administration such as business strategy, marketing, innovation, accounting, finance and so on. They also learn how to analyze and plan business.

For business development, there are various types of business, so student learn basic ideas through lectures at first, and then they learn some examples through case studies.

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

- (1) To acquire fundamental knowledge about business administration and to be able to explain it
- (2) To be able to analyze the business, using business analysis tools.
- (3) To be able to explain the business model of successful business.
- (4) To be ready for their own ICT business development.
- (5)
- (6)

**7. 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	
		Hypothesis planning	
		Hypothesis testing	
		Practice	
	Fundamental Competencies for Working Persons	Ability to step forward	(2), (3)
Ability to think through		(2), (3)	
Ability to work in a team		(2), (3)	
Professional ethics			

**8. Course Requirements (Courses / Knowledge prerequisite for this course)**

None

### 9. Textbooks (Required Books for this course)

None (Course materials will be distributed.)

### 10. Reference Books (optional books for further study)

None

### 11. Evaluation

Goals	Evaluation method & point allocation					
	examination	Quiz	Reports	Presentation	Deliverables	Other
(1)	○					
(2)			○	○		
(3)			○	○		
(4)	○		○	○		
(5)						
(6)						
Allocation	40		30	30		

### 12. Notes

### 13. Course plan

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

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Lesson 1: Orientation

(Lecture 90min)

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The overview and the introduction of the course are explained.

1. Orientation
2. The objectives of ICT business; Value creation and value capture
3. Business analysis frameworks
4. 3C analysis; Company, Customer and Competitor

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Lesson 2: External environment analysis

(Lecture 90min)

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To develop the business, the external and internal environment analysis is essential.

At first, students learn the external business environment analysis.

1. External environment
  2. PEST analysis; Political, Economic, Social and Technological issues
  3. Future prediction
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Lesson 3: Internal environment analysis (Lecture 90min)

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Students learn the internal business environment analysis.

1. Strength and Weakness of the company
2. Value-chain
3. Core competence

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Lesson 4: SWOT analysis (Lecture 30min, Work 60min)

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To understand the environment analysis, the SWOT analysis is a very popular tool. Students learn how to use SWOT analysis through a case study. SWOT analysis:

1. Lecture and individual work
2. Group work
3. Class discussion

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Lesson 5: Competitive Strategy (Lecture 90min)

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Students learn some ideas of competitive strategy.

1. Five forces in the industry
2. Strategy group and generic strategy
3. Blue Ocean Strategy

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Lesson 6: Business Strategy (Lecture 30min, Work 60min)

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Groups of students work case study of business strategy.

1. Lecture and individual work
2. Group work
3. Class discussion

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Lesson 7: Marketing (Lecture 90min)

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Famous business scholar Professor Peter Drucker said, "the two enterprise functions are marketing and innovation." Students learn the overview of the function of "Marketing".

1. What is Marketing?
  2. Marketing 4Ps; Product, Price, Place and Promotion.
  3. Marketing strategy
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## Lesson 8: Innovation

(Lecture 90min)

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Students learn the other function “Innovation”.

1. What is Innovation?
2. Examples of Innovations; Product, process and service innovations.
3. Innovator’s Dilemma

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## Lesson 9: Business Accounting & Finance

(Lecture 90min)

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Accounting and finance are fundamental skills for business.

Students learn the basic idea of accounting and finance for business development.

- 1, Financial statements; Balance sheet, Income statement and Cash flow statement
2. Financial analysis; growth rate, profit rate, ROE, ROA, etc.
3. ROI(Return On Investment), NPV(Net Present Value)

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## Lesson 10: Financial Analysis

(Lecture 30min, Work 60min)

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Students understand financial analysis through case study.

1. Lecture and individual work
2. Group work
3. Class discussion

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## Lesson 11: Business Model

(Lecture 90min)

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For ICT business development, the business model is very important. Students learn basic ideas of business model and some examples.

1. Business Model
2. Business Model Canvass
3. Examples of Various Business Models and ICT solutions.

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## Lesson 12: Business Plan

(Lecture 90min)

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Students learn the elements of a business plan. Moreover, some important ideas for business development are explained.

1. Elements of Business Plan
2. Risk Management
3. Lean Startup

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## Lesson 13: Business Presentation

(Lecture 90min)

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To promote a new business, persuading other people is essential matter. So, students learn business presentation skill.

1. Objectives of Business Presentation
  2. Create the presentation structure using logical thinking
  3. Presentation skills
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Lesson 14: Business Analysis

(Lecture 10min, Work 80min,)

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Groups of students work their case study of business model analysis and business presentation.

1. Analysis of Business Model
2. What is their ICT solution?
3. Preparation of Presentation (Creating Slides)

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Lesson 15: Business Analysis Presentation

(Work 30min, Presentation 60min)

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Groups of students make presentation for their business analysis. After each presentation, we have class discussion.

1. Preparing Presentation by each group
2. Presentation and class discussion
3. Wrap-up

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Lesson 16: Examination

(Exam 90min)

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The term-end examination is conducted to evaluate an achievement degree of each student.

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