

1. Course Code

2297

2. Course Title

ICT business Special Experiments

3. Teacher

TSUCHIDA, Masayuki

4. Term

Spring 2

5. Course Overview and Objectives

In this course, students learn practical knowledge of ICT business development through practices of new business finding, planning and presentations.

In class, students think about new business based on "some technology such as IoT" in a group of several members. Through practices, they learn fun and important points of business development. At the final presentation, each group presents their business and discusses in class.

6. Course Goals (Attainment Targets)

- (1) To be able to analyze the business, using external environment and internal 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. 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			

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

ICT business development (2296)

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		20	40	40		

12. Notes

13. Course plan

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

Lesson 1-2: Orientation, Understanding of seeds technology

(Lecture 60min, Groupwork 120min)

The overview and the introduction of the course are explained. Understand the seeds technology (such as IoT) of new business development to think in class.

1. Orientation, ICT business development
2. Element technology of IoT; sensors, computers, communications, cloud etc.
3. Consideration of application of IoT technology.

Lesson 3-4: Search for needs

(Lecture 60min, Groupwork 120min)

Understand how to get customer needs in new business development. As a practice, search for customer needs.

1. What are customer needs?
2. Search for troubles
3. Obvious needs and potential needs

Lesson 5-6: Review of new business development process

(Lecture 60min, Groupwork 120min)

Review outline of contents learned in "ICT business development" course.

1. Environment analysis
2. Business strategy
3. Business plan

Lesson 7-8: PEST analysis

(Lecture 60min, Groupwork 120min)

In new business development, perform external environmental analysis, including PEST analysis.

1. PEST analysis; political, economic, social and technological factors
2. Future prediction
3. Group study

Lesson 9-10: Industrial and Competitive Analysis

(Lecture 60min, Groupwork 120min)

For new business development, perform industry analysis and competitive analysis.

1. Industry analysis
2. Competitive analysis
3. Group study

Lesson 11-12: Clarification of customer value

(Lecture 60min, Groupwork 120min)

In new business development, we should clarify customer value, what we will provide to customers.

1. What is customer value?
2. Value creation of B2C and B2B
3. Group study

Lesson 13-14: Customer analysis (Secondary data)

(Lecture 60min, Groupwork 120min)

Think about customers of new business. What kind of customers exist and how many? Perform customer analysis with secondary data.

1. Primary data and Secondary data
 2. Customer analysis with secondary data (existing statistical data etc.)
 3. Group study
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Lesson 15-16: Customer analysis (Primary data)

(Lecture 60min, Groupwork 120min)

It is important to listen to expected customers' live voices in new business. Considering how to get primary data and analyze them. It is also important not to simply conduct hearings but to verify your own hypotheses.

1. Methods of customer analysis with primary data (hearing, questionnaire survey)
2. Customer analysis with primary data
3. Group study

Lesson 17-18: Business Model

(Lecture 60min, Groupwork 120min)

Think about business model of new business.

1. What is business model? Business model canvas
2. Points of business model; Customer value, Competitors, Competitive advantage, and Complementary companies
3. Group study

Lesson 19-20: Intellectual Property

(Lecture 60min, Groupwork 120min)

Think about intellectual property for new business

1. About intellectual property
2. Study on patent investigation and patent application for new business
3. Group study

Lesson 21-22: Business Concept

(Lecture 60min, Groupwork 120min)

Create "business concept" of the new business, before summarizing the details of the business plan.

1. Business Concept
2. Preparation of presentation (creating slides)
3. Group study

Lesson 23-24 Business Concept Presentation

(Groupwork 90min, Presentation 90min)

Make presentation of the new business concept and class discussion. Adjust the concept if necessary.

1. Preparation for presentation
 2. Presentation and class discussion
 3. Feedback
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Lesson 25-26: New business plan (1) (Lecture 60min, Groupwork 120min)

Create a more detailed "business plan" based on the business concept already created.

1. About business plan, Elements of business plan
2. Create business plan
3. Group study

Lesson 27-28: New business plan (2) (Lecture 60min, Groupwork 120min)

Preparation of business plan presentation.

1. Points of business presentation
2. Preparation of presentation (creating slides)
3. Group study

Lesson 29-30: Business Plan Presentation

(Groupwork 90min, Presentation 90min)

Presentation of the business plan created by each group. After each presentation, class discussion will be held.

1. Preparation for presentation (practice in advance)
 2. Presentation and class discussion
 3. Feedback and wrap-up
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