

**1. Course Code**

2297

**2. Course Title**

ICT Business Exercises

**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 case studies of existing business and new business development. In class, students think about the business 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, Case study "Komatsu" Groupwork (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 "Komatsu" (1) Understanding
3. Case study "Komatsu" (2) Discussion

---

Lesson 3-4: Case study "Komatsu" Presentation (Groupwork 120min, Presentation 60min)

---

Study group for existing business.

1. Case study "Komatsu" (3) Organize
2. Case study "Komatsu" (4) Presentation

---

Lesson 5-6: Case study "Matsushita(Panasonic)" Groupwork	(Lecture 60min, Groupwork 120min)
--	--------------------------------------

---

Study group for existing business.

1. Case study "Matsushita" (1) Understanding
2. Case study "Matsushita" (2) Discussion

---

Lesson 7-8: Case study "Matsushita(Panasonic)" Presentation	(Groupwork 120min, Presentation 60min)
--	---

---

Study group for existing business.

1. Case study "Matsushita" (3) Organize
2. Case study "Matsushita" (4) Presentation

---

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

---

New business development exercise.

1. New business development (lecture)
2. Business Concept

---

Lesson 11-12: Business Analysis	(Lecture 60min, Groupwork 120min)
---------------------------------	--------------------------------------

---

New business development exercise.

1. Business Concept Presentation
2. Business Plan (lecture)
3. Business Plan

---

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

---

New business development exercise.

1. Business Plan Pre-presentation
  2. Business Plan Review
-

New business development exercise.

1. Business Plan Final Presentation
  2. Wrap-up
-