

**1. Course Code**

2296

**2. Course Title**

M31e: ICT Business Strategy

**3. Teacher**

TSUCHIDA, Masayuki

**4. Term**

Fall 2

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

None

**6. Course Overview and Objectives**

In this course students learn fundamental knowledge of ICT business development. Students learn basic business administration subjects 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 knowledge through lectures at first, and then they learn some applied examples through case studies.

**7. Course Outline**

- 1 Orientation
- 2 External environment analysis
- 3 Internal environment analysis
- 4 SWOT analysis
- 5 Competitive Strategy
- 6 Business Strategy
- 7 Marketing
- 8 Innovation
- 9 Business Accounting & Finance
- 10 Financial Analysis
- 11 ROI Analysis
- 12 Business Model, Business Plan
- 13 Business Presentation (Lecture)
- 14 Business Analysis (Work)
- 15 Business Analysis (Presentation)
- 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 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)
- (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	
		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			

## 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 solution must be discussed based on the knowledge learnt in the classes.

Presentation	Business analysis must be mentioned using analysis skills and presentation skills such as delivery, content and composition.
Deliverables	
Other	

#### 14. Active Learning

Hourly percentage of active learning within the whole class time		20%
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.	Sometimes
3	Outcome presentations and feedbacks.	Not at all
4	Students actively make decisions on how the class should be conducted.	Not at all

#### 15. Notes

#### 16. 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 30 min, Work 60min)
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To execute 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 30 min, 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? Definition and examples
2. Innovator's Dilemma
3. Social innovation

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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 financial accounting.

1. Balance sheet (B/S)
2. Income statement (I/S)
3. Cash Flow statement (C/F)

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Lesson 10: Financial Analysis	(Lecture 30 min, Work 60min)
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Students understand financial analysis through case study.

1. Financial ratio analysis (ROA, ROE, profit ratio, turnover ratio, etc)
2. Group work

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Lesson 11: ROI Analysis	(Lecture 90min)
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Students learn the basic idea of ROI (Return on Investment).

1. Basic idea of Discount Cashflow
2. NPV(Net Present Value), IRR(Internal Rate of Return)
3. Decision Making of ROI

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Lesson 12: Business Model, Business Plan	(Lecture 90min)
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For ICT business development, the business model is very important. Students learn basic ideas of business model and business plan.

1. Business Model Canvas
  2. Examples of Various Business Models and ICT solutions.
  3. Business plan factors
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Lesson 13: Business Presentation (Lecture)	(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. Presentation Delivery skills
3. Presentation Content and Composition

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Lesson 14: Business Analysis (Work)	(Lecture 10 min, Work 80min)
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Students learn the business plan.

1. Business analysis (Work)
2. Preparing Presentation (Work)

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Lesson 15: Business Analysis (Presentation)	(Presentation 60min, Discussion 30min)
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Groups of students make presentation for their business analysis. After each presentation, we have class discussion.

1. Presentation and class discussion
  2. Wrap-up
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