

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 prerequisite for this course)

"ICT business strategy" (2296) renamed from "ICT business development"

6. 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.

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

If there are less than or equal 3 students, I may not offer the classes.

16. Course plan

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

Lesson 1-2: Orientation,	(Lecture 60min,
Case study "Matsushita Electric(Panasonic)"	Group Work 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" Group Work, Presentation	(Group Work 120min, Presentation 60min)
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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, Group Work 120min)
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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	(Group Work 120min, Presentation 60min)
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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, Group Work 120min)
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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, Group Work 120min)
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New business development exercise.

1. Business Concept Presentation
 2. Business Strategy Groupwork
 3. Short lecture and Groupwork for Business Plan
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Lesson 13-14: (3) Business Plan

(Presentation 60min,
Group Work 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
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