

科目コード／科目名 (Course Code / Course Title)	BT095／Good Business Seminar		
テーマ／サブタイトル等 (Theme / Subtitle)	Theory & Practice of Responsible Business Model Development		
担当者名 (Instructor)	デイヴィス, S(DAVIS,SCOTT T.)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	BUS3711	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

This course is designed to give students an understanding of the theory and practice of business model development for the promotion of both economic performance and social wellbeing within the socio-economic context of Japan.

授業の内容 (Course Contents)

The course will comprise of three components: (Stage 1) a review of theories and frameworks relating to the development of socially informed business models, (Stage 2) case analysis of instances of business models developed and implemented in Japan with the aim of promoting both economic performance and social wellbeing, and (Stage 3) a practical exercise in the planning and development of a business model for social value creation informed by the frameworks studied in stage 1 and evaluated in stage 2.

授業計画 (Course Schedule)

1. Orientation Session
2. Class 1: Stage 1 – Theory of Responsible Business Model Development and Transformation
3. Class 2: Stage 1 – Theory of Responsible Business Model Development and Transformation
4. Class 3: Stage 1 – Theory of Responsible Business Model Development and Transformation
5. Class 4: Stage 1 – Theory of Responsible Business Model Development and Transformation
6. Class 5: Stage 2 – Analysis of Cases of Transformative Business Models
7. Class 6: Stage 2 – Analysis of Cases of Transformative Business Models
8. Class 7: Stage 2 – Analysis of Cases of Transformative Business Models
9. Class 8: Stage 2 – Analysis of Cases of Transformative Business Models
10. Class 9: Stage 3 – Practical Exercise in Responsible Business Model Development
11. Class 10: Stage 3 – Practical Exercise in Responsible Business Model Development
12. Class 11: Stage 3 – Practical Exercise in Responsible Business Model Development
13. Class 12: Stage 3 – Practical Exercise in Responsible Business Model Development
14. Wrap-up Session

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

This course will require students to complete a considerable volume of readings, work on individual written reports and participate in team work outside of class hours in order to prepare for group presentations.

成績評価方法・基準 (Evaluation)

Theory Paper(25%)/Case Paper(25%)/Team Presentation(25%)/Discussion Points(25%)

Attendance is important as this course conducted in a highly interactive format and includes teamwork based components. Absences will negatively affect final grades.

テキスト (Textbooks)

Readings will be indicated at the Orientation Session.

参考文献 (Readings)

その他 (HP 等) (Others (e.g. HP))

All notifications, readings and assignments will be managed using the university Blackboard system.

Please note: This is a mainstream course and will require a high level of English language proficiency for the readings, team discussions, presentations and written reports. This course is designed primarily for inbound international exchange students, and COB students accepted to, or returning from, college outbound exchanges.

注意事項 (Notice)

Mainstream Course (Min. TOEIC: 900)