

Toyama College		Year	2022	Course Title	Advanced Business Strategy
Course Information					
Course Code	0011		Course Category	Specialized / Elective	
Class Format	Lecture		Credits	Academic Credit: 2	
Department	Control Information Systems Engineering Course		Student Grade	Adv. 1st	
Term	Second Semester		Classes per Week	2	
Textbook and/or Teaching Materials	Built to Last: Successful Habits of Visionary Companies, Nikkei BP				
Instructor	Miyashige Tetsuya				
Course Objectives					
Become to understand the theories of Business Strategy					
Rubric					
		Ideal Level of Achievement (Very Good)	Standard Level of Achievement (Good)	Unacceptable Level of Achievement (Fail)	
評価項目1		understood the theories of Business Strategy, and application to society	understood the theories of Business Strategy	Did not understand the theories of Business Strategy	
Assigned Department Objectives					
ディプロマポリシー A-2 JABEE A2					
Teaching Method					
Outline	understand the theories of Business Strategy, and application to society				
Style	Lectures led by both teacher and students Seminar-style discussion Presentations by students				
Notice					
Characteristics of Class / Division in Learning					
<input type="checkbox"/> Active Learning		<input type="checkbox"/> Aided by ICT		<input type="checkbox"/> Applicable to Remote Class <input type="checkbox"/> Instructor Professionally Experienced	
Course Plan					
			Theme	Goals	
2nd Semester	3rd Quarter	1st	Course Orientation	Understanding of Course Structure	
		2nd	Corporate Goals	Understanding of Corporate Goals	
		3rd	Domains (1)	Understanding of Domains(1)	
		4th	Domains (2)	Understanding of Domains(2)	
		5th	Growth Strategy (1)	Understanding of Growth Strategy(1)	
		6th	Growth Strategy (2)	Understanding of Growth Strategy(2)	
		7th	Competitive Strategy (1)	Understanding of Competitive Strategy(1)	
		8th	Competitive Strategy (2)	Understanding of Competitive Strategy(2)	
	4th Quarter	9th	Competitive Strategy (3)	Understanding of Competitive Strategy(3)	
		10th	Business Organization (1)	Understanding of Business Organization(1)	
		11th	Business Organization (2)	Understanding of Business Organization(2)	
		12th	Business Management	Understanding of Business Management	
		13th	Corporate Culture	Understanding of Corporate Culture	
		14th	Business Ethics	Understanding of Business Ethics	
		15th	Final presentations and final paper	Final presentations and final paper	
		16th	Review of final paper	Review of final paper	
Evaluation Method and Weight (%)					
		Exam	Reports	Total	
Subtotal		50	50	100	
基礎的能力		50	50	100	
専門的能力		0	0	0	
分野横断的能力		0	0	0	