

2017/11/28(火)10:50

科目授業名 Course Title	Business Planning (SPRING)		
担当者 Instructor	石黒 久仁子		
開講期 Semester / Year	2017年度 春学期	曜日時限 Timetable	月曜5限 木曜5限
教室 Room	241教室	単位数 Credits	4.0
授業コード Class Code	B3347101E1	履修年次 Enrollment Year	2
科目ナンバリング Course Level	M-MNG301		
授業内容 Course Description	Making a good business plan, as well as presenting it to audiences that could include supervisors in your organisation or investors, are the keys to successful implementation of a new project in a company, or to starting up your new business. In this module, students will: 1) learn the basics of business planning; 2) look at several examples of business planning; 3) learn and practice ways of making a business plan; and 4) practice presenting those business plans to audiences. The classes will mainly consist of lectures, but students will have various opportunities to think, write and discuss their own business plans in the second half of the classes.		
到達目標(授業の狙い) Objectives	The objectives of this course are to acquire fundamental knowledge on business planning, and basic skills of making a good business plan and presentation. Through the classes, students will also develop their communication skills, which will be a valuable asset when they start their new careers after graduation.		
授業方法 Method of Instruction	Lectures using PowerPoint presentations, videos on business planning, and guest lecture(s). Making and presenting own business plans.		
準備学習 Class Preparation	Readings and writing assignments need to be completed before class. Review homework will also be assigned.		
教科書 Text	Evans, Vaughan (2016) The FT Essential Guide to Writing a Business Plan, Second Edition, FT Publishing/Pearson.		
参考文献 Reference Books	Friend, Graham and Zehle, Stefan (2009) Guide to Business Planning, 2nd ed., The Economist. Stutely, Richard (2007) The Definitive Business Plan, Revised Edition, Harlow, Essex: Pearson Education Limited.		
授業計画 Course Outline			
第1回	Introduction to Business Planning (1) Orientation: Aims and structure of the course	第16回	Group work (2)
第2回	Introduction to Business Planning (2) An overview of business planning	第17回	Group work (3)
第3回	Introduction to Business Planning (3) Business planning process	第18回	Group work (4)
第4回	Introduction to Business Planning (4) Standard format of a business plan and Executive Summary	第19回	Group work (5)
第5回	View video on business planning	第20回	Interim presentation
第6回	Preparing your plan	第21回	Guest lecture
第7回	Preparing group project	第22回	Group work (6)
第8回	Knowledge and skills for writing your business plan (1) The Business and Market Demand	第23回	Group work (7)
第9回	Knowledge and skills for writing your business plan (2) Competition and Strategy	第24回	Student presentations (1)
第10回	Knowledge and skills for writing your business plan (3) Resources, Financials and forecasts	第25回	Student presentations (2)
第11回	Knowledge and skills for writing your business plan (4) Risk, opportunity and sensitivity	第26回	Student presentations (3)
第12回	Pitching your plan	第27回	Student presentations (4)
第13回	Case study (1)	第28回	Feedback on Presentations

第14回	Case study (2)	第29回	Summary
第15回	Group work (1)	第30回	Summary
成績評価基準 Evaluation			
平常点% Class Evaluation	30	定期試験% Exam	0
		レポート% Report	20
		その他% Others	50
その他詳細 Details	Presentation 30%, Assignments 20%		
特記事項 Particular Note			
授業に関する質問への対応 Professor Contact Hours	Professor contact time will be taken at the end of each group work session, in addition to regular office hours: Thursday 11:30-12:30, Room 612, Building 1.		