## 2017/11/28(火)10:50

	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 Ti	metable	月曜5限 木曜5限				
教室 Roor	n	241教室	単位数 Cred	dits	4.0				
授業コード	Class Code	B3347101E1	履修年次 Er	nrollment 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 supervisor 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). M aking and presenting own business plans.							
準備学習 Class Preparation		Readings and writing assignments need to be completed before class. Review homework will al so 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				Planning, 2nd ed., The Economist. Edition, Harlow, Essex: Pearson				
参考文献	Books	Stutely, Richard (2007) The Def Education Limited.			=				
参考文献		Stutely, Richard (2007) The Def Education Limited. 授業計画 Co iness Planning (1) Orientation:	initive Busine		=				
参考文献 Reference	Introduction to Bus Aims and structure	Stutely, Richard (2007) The Def Education Limited. 授業計画 Co iness Planning (1) Orientation: of the course iness Planning (2) An overview	initive Busine ourse Outline 第16回	ess Plan, Revised					
参考文献 Reference 第1回	Introduction to Bus Aims and structure Introduction to Bus of business planning	Stutely, Richard (2007) The Def Education Limited. 授業計画 Co iness Planning (1) Orientation: of the course iness Planning (2) An overview	initive Busine ourse Outline 第16回	Group work (2)					
参考文献 Reference 第1回 第2回	Introduction to Bus Aims and structure Introduction to Bus of business plannir Introduction to Bus nning process Introduction to Bus	Stutely, Richard (2007) The Def Education Limited. 授業計画 Co iness Planning (1) Orientation: of the course iness Planning (2) An overview	urse Outline 第16回 第17回	Group work (2) Group work (3)	=				
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参考文献 Reference 第1回 第2回 第3回 第4回 第5回 第6回	Introduction to Bus Aims and structure Introduction to Bus of business plannir Introduction to Bus nning process Introduction to Bus mat of a business planning Preparing your plan Preparing group pr Knowledge and ski	Stutely, Richard (2007) The Def Education Limited.  授業計画 Coiness Planning (1) Orientation: of the course iness Planning (2) An overviewing iness Planning (3) Business plainess Planning (4) Standard for plan and Executive Summary ness planning	surse Outline 第16回 第17回 第18回 第19回 第20回 第21回	Group work (2) Group work (3) Group work (4) Group work (5) Interim presental Guest lecture	Edition, Harlow, Essex: Pearson				
参考文献 Reference 第1回 第2回 第3回 第4回 第5回 第6回 第7回	Introduction to Bus Aims and structure Introduction to Bus of business plannir Introduction to Bus nning process Introduction to Bus mat of a business p View video on busi Preparing your plan Preparing group pr Knowledge and sk n (1) The Business	Btutely, Richard (2007) The Def Education Limited.  授業計画 Coliness Planning (1) Orientation: of the course iness Planning (2) An overviewing iness Planning (3) Business plainess Planning (4) Standard for plan and Executive Summary ness planning in oject ills for writing your business plainess plaine	surse Outline 第16回 第17回 第18回 第19回 第20回 第21回 第22回	Group work (2) Group work (3) Group work (4) Group work (5) Interim presentat Guest lecture Group work (6)	Edition, Harlow, Essex: Pearson				
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参考文献 Reference 第1回 第2回 第3回 第4回 第5回 第6回 第7回 第8回 第9回	Introduction to Bus Aims and structure Introduction to Bus of business plannir Introduction to Bus nning process Introduction to Bus mat of a business planting View video on busi Preparing your plan Preparing group process Knowledge and skin (1) The Business Knowledge and skin (2) Competition at Knowledge and skin (3) Resources, F	Btutely, Richard (2007) The Def Education Limited.  授業計画 Coliness Planning (1) Orientation: of the course iness Planning (2) An overviewing iness Planning (3) Business plainess Planning (4) Standard for plan and Executive Summary iness planning in coject ills for writing your business plain and Market Demand ills for writing your business plain and Strategy ills for writing your business plain inancials and forecasts ills for writing your business plain inancials and forecasts ills for writing your business plain inancials and forecasts ills for writing your business plain inancials and forecasts ills for writing your business plain inancials and forecasts ills for writing your business plain inancials and summary in the property in the pr	murse Outline #16回 #17回 #18回 #19回 #20回 #21回 #22回 #23回 #24回	Group work (2) Group work (3) Group work (4) Group work (5) Interim presentat Guest lecture Group work (6) Group work (7) Student presentat	cion ations (1)				
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第14回	Case study (2)				第29回	Summary					
第15回	Group	Group work (1)				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.									