

Course Syllabus
Special Summer Program 2020

Course title	Business Analysis of Selected Japanese Companies		
Month of offering the course	July <input checked="" type="checkbox"/> August <input type="checkbox"/>	Way of teaching	F2F <input type="checkbox"/> Online (Zoom) <input checked="" type="checkbox"/>
Teaching schedule	Day of the Week: Friday	Time: 10:30-12:00 & 13:00-14:30	
Names of Instructor	Lee, Hyunkoo		Total No. of Classes 8 x 90 min
Course description	<p>This course uses principles of economics, finance, and accounting to analyze selected Japanese companies which are in the middle of a transition. They are all facing a challenge or two placing a good deal of strain upon their business. Using a simple framework of ‘environments - design - execution - performance’, the course will examine industry dynamics, business strategies, and financial performance for each company. Especially, the course will focus on the relation between environmental changes and performance. Students will experience an integrated analysis, and get to know various business trends.</p> <p>There is no prerequisite. The course is non-technical and largely based on common sense ideas. Of course, a little bit of accounting and finance knowledge would be useful to examine relevant data. The instructor will review each company briefly. After that, free discussions will follow.</p>		
Texts	There is no fixed textbook. Base financial data will be retrieved from Compustat Capital IQ database. The other course materials (annual reports and business articles) are all available in the web.		
Class outline	<p>July 10 (Friday)</p> <p>Class 1 Introduction of framework, tools, and source of information</p> <p>Class 2 Nissan - Ready for the future?</p> <p>July 17 (Friday)</p> <p>Class 3 AEON - Walmart or Amazon?</p> <p>Class 4 SoftBank - Vision Fund</p> <p>July 24 (Friday)</p> <p>Class 5 Takeda Pharmaceutical - In the major league</p> <p>Class 6 Suntory - Beat the saturated market</p> <p>July 31 (Friday)</p> <p>Class 7 Rakuten - Jack of all trades</p> <p>Class 8 Mizuho Bank - Mixed bag</p>		