

Course number		U-LAS51 10019 SE48					
Course title (and course title in English)		Business Thinking-E3 Business Thinking-E3		Instructor's name, job title, and department of affiliation		Graduate School of Management Professor, WILLIAM BABER	
Group	Career Development		Field(Classification)		International Communication		
Language of instruction	English		Old group		Number of credits	2	
Number of weekly time blocks	1	Class style	Seminar (Face-to-face course)		Year/semesters	2026 • First semester	
Days and periods	Wed.2	Target year	2nd year students or above		Eligible students	For all majors	
[Overview and purpose of the course]							
This course teaches some core approaches to thinking about business: understanding quality; understanding user reactions to products; understanding business models; and so on.							
[Course objectives]							
Students will learn about these basic concepts - they will be discussed and handled at a level appropriate to the knowledge and language skills of the class. - defining and communicating quality - understanding business processes - understanding business models with Business Model Canvas							
[Course schedule and contents]							
Week 1-3: Understanding business models Week 4-6: Understanding platform business models Week 7-10: Business Model Canvas Week 11-13: Business structures Week 14: In class presentations and course summary Number 15: Feedback session "Total : 14 classes, 1 Feedback session"							
[Course requirements]							
None							
[Evaluation methods and policy]							
Strong English speaking skills will be necessary. Students are expected to work in small groups in English weekly, and to make presentations to the class at least three times in the semester. Presentations to the class will count for approximately 40% of the course points. Presentations in small groups to the class will count for approximately 60% of the course points.							
[Textbooks]							
Materials will be provided by the professor.							
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Business Thinking-E3(2)

[References, etc.]

(References, etc.)

Materials will be provided by the professor.

[Study outside of class (preparation and review)]

Some projects will require work at home or outside of the classroom to collect information about businesses and products in Kyoto.

[Other information (office hours, etc.)]

office hours: Monday and Friday afternoons by appointment.

[Essential courses]