科目ナンバリング	U-LAS51 10019 SE48						
授業科目名<英訳>	Business Thinking-E3 Business Thinking-E3			担当者所属職名・氏名	経営管理大学院 教授 WILLIAM BABER		
群	キャリア形成科目群	分野(分類)	国際コミュニケーション	使用言語	英語		
旧群		単位数	2単位	週コマ数	1コマ	授業形態	演習（対面授業科目）
開講年度・開講期	2026・前期	曜時限	水2	配当学年	２回生以上	対象学生	全学向

[授業の概要・目的]

This course teaches some core approaches to thinking about business: understanding quality; understanding user reactions to products; understanding business models; and so on.

[到達目標]

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

[授業計画と内容]

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"

[履修要件]

特になし

[成績評価の方法・観点]

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.

[教科書]

Materials will be provided by the professor.

[参考書等]

（参考書）
Materials will be provided by the professor.

[授業外学修（予習・復習）等]

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

[その他（オフィスアワー等）]

office hours: Monday and Friday afternoons by appointment.

[主要授業科目（学部・学科名）]