

Course	Competitive Strategy and Marketing
Course No.	02RB306
Credits	1.0Credits
Grade	1 - 3Year
Timetable	Spr Vac Intensive
Instructor	Chizuru Nishio, Hirofumi Tatsumoto
Course Overview	経営学を学んだことのない学生を念頭において 短期間でビジネスマインドを教授するために、ケース演習、グループワーク、ディスカッション、講義を併用する。
Remarks	Only students of the PhD program in Empowerment Informatics are allowed to register. Open in an odd number year.
Course Type	lectures and class e
Course Remarks	Lecture in Japanese A minimum of five students are required.
Relationship to EMP Educational Objectives	Interdisciplinary ability:Broad education and ability to see the big picture
Course Objectives	Basic Understanding of Competitive Strategy and Marketing
Course Schedule	The first half of the class is devoted to the concept of competitive strategy, specially about business ecosystem, with the case studies and group discussions. Business Ecosystem is a framework to understand the corporate behaviors and incentives in complex business systems. Competition and Corporation is the main theme.  The second half of the class is devoted to the concept of marketing, specially about positioning strategy with the case studies and group discussions. Positioning strategy includes the theories of opportunity exploration, customer segmentation, and targeting policy.
Graduating Methods and Criteria	Evaluation mainly by reporting papers, and, additionally by class participation in case studies and group discussions
Homework	
Textbook	
References	
Office Hour	appointments needed by email
Messages for Students	Two days participation is needed for all students.
Teaching Fellow / Teaching Assistant	
Keywords	Business Ecosystem, Positioning Strategy