

EEM 310 Introduction to Innovative Business, Entrepreneurs

1st and 2nd quarters, Junior

Instructor	TAKAHARA YUICHI
Style of Class	Lecture
Number of Credits	2
Day and Period	To be advised

Course Description

This course aims to provide students with the basic knowledge required for correctly understanding concepts of entrepreneurial business, which can create new value for and bring vitality to society. In the first part of the course, students will study and gain understanding of the basics of entrepreneurial business, innovation, marketing, management, entrepreneurship, the difference between products and merchandise, and the necessity of business management.

In the second part of the course, students will learn through case studies the concepts needed to translate technological seeds and market needs into business. This will provide them with basic business skills including: business acumen, the ability to build a business, and how to give presentations.

Using the knowledge and skills gained, students will create their own entrepreneurial businesses. Individually or in groups, students will develop a concrete business idea and propose and present a business plan for their entrepreneurial business. The aim of this exercise will be to provide students with the opportunity to discover their potential to create and advance innovation, and spread their creative wings.

Course Objectives

Students will:

- (1) examine their research themes, and consider solutions to solve problems and realize desires in their daily lives from a business perspective
- (2) gain systematic understanding of concepts and views about the market, and examine opportunities to re-examine their mindset for engaging in research, career development, and their ideas on choosing an occupation

Prerequisites

None.

Class Materials

Original text written by the instructor:

Dare demo kigyoka ni nareru!—kigyokateki kansei jinsei no susume (Anyone can become an entrepreneur!—recommendations on living an entrepreneurial life).

Course Method

In the first part of the course, the instructor will provide detailed lectures using handouts, PowerPoint slides, and the blackboard, and hold discussions on the covered topics to deepen students' understanding. The second part of the course will follow a seminar format, in which students will create business plans. The instructor will check their progress and students will offer feedback to each other on the plans. Students must give presentations on their plans following a rule, which will be evaluated by the instructor and other students.

Evaluation/Assessment

Students will be graded based on participation in the lectures and seminars, and the contents and presentations of their plans.

Grading

70% Discussion

30% Business plan presentation

Course Schedule

Week 1: Lecture: Entrepreneurial business and the qualities of a successful entrepreneur—Anyone can become an entrepreneur

Students will gain understanding of the concepts of entrepreneurial business.

Week 2: Lecture: Innovation and business, and business acumen—Finding business ideas

Students will learn about the significance of innovation when starting a business and its effects.

Week 3: Lecture: Looking at examples of how entrepreneurs live and think (1)

Students will study the thought process that leads to creating business by reading biographies of living entrepreneurs.

Week 4: Lecture: Looking at examples of how entrepreneurs live and think (2)

Students will learn the significance of innovation when starting a business and its effects.

Week 5: Lecture: Key points in business (1)—Drawing up a strategy based on a vision

Students will learn about how to develop and achieve their vision—a crucial part of starting a business.

Week 6: Lecture: Key points in business (2)—Creating a market (development, bringing the product to market, and branding)

Students will learn about branding in accordance with the reaction in the market—a crucial part of starting a business.

Week 7: Lecture: Key points in business (3)—Developing the market (marketing)

Students will learn about how to create new markets—a crucial part of starting a business.

Week 8: Lecture Key points in business (4)—Creating a management team (management and financial affairs)

Students will learn about developing a new management organization—a crucial part of starting a business.

Week 9: Lecture: Making a better business plan

Students will learn about the importance of and methods to improve their business plan.

Week 10: Seminar: Making a business plan (1)—Students will deepen their understanding by making plans individually or in groups

Students will divide into groups and create business plans.

Week 11: Lecture: Business plan and vision, concepts and technological innovation

Students will learn about how to develop key business concepts and utilize technological innovation in creating a business plan.

Week 12: Seminar: Making a business plan (2)

Students will create business plans in groups and learn how polish them up.

Week 13: Seminar: Making a business plan (3)

Students will create business plans in groups and learn how polish them up.

Week 14: Seminar: Making a business plan (4)

Students will create business plans in groups and learn how polish them up.

Week 15: Presentations: Business plan presentations and evaluations (1)

Students will present their business plans created in groups and evaluate each other's plans.

Week 16: Presentations: Business plan presentations and evaluations (2)

Students will present their business plans created in groups and evaluate each other's plans.

Preparation and Follow-up

Preparation: Before each class, read the appropriate chapter of the text, and gather relevant information from newspapers and other media (about 1 hour).

Follow-up: After each class, review your lecture notes and prepare any questions you may have for the next class (about 1 hour).