

ECN300 Entrepreneurial Strategy

1st and 2nd quarters, Junior

Instructor	TAKEMOTO TAKUJI
Style of Class	Lecture
Number of Credits	2
Day and Period	To be advised

Course Description

There are many grave issues in the world that have not been solved by the methods of conventional fields, and new issues keep arising. Applying conventional technology, sometimes combining and linking several technologies, may lead to clues about how to solve these issues. That is the objective of innovation, and innovation is undergirded by entrepreneurship. In this course, students will learn about the connection between entrepreneurship and innovation, the societal impact of starting a business, and other basic knowledge, after which they will learn about the marketing and development of sales channels for startups, creating an organizational structure and training human resources, acquiring funds, fiscal management, the stages of a company's growth, and other theoretical concepts about the methods and processes of starting a business. In addition, creating business plans and looking at case studies of startups will give students the business know-how to compete successfully in the marketplace, beginning in regional markets and extending into global markets. My ultimate hope for this course is that it will produce human resources who can bring about innovation on from a regional through a global scale.

Course Objectives

Prerequisites

Class Materials

Course Method

Evaluation/Assessment

Grading

Course Schedule

Preparation and Follow-up
