

International Entrepreneurship: Focus on Japan

Section 1

Instructor	Momose, Ayuchi
Office/Building	
Office Hours	

【Course Outline / Description】

In this course, students will evaluate views of entrepreneurship within the framework of entrepreneurial thinking and putting this mindset into action. In this course, students will develop a mindset that will enable them to build a toolkit to create and evaluate entrepreneurial opportunities, learn how to obtain resources, and form teams with creativity, leadership, and actions. Students will see and experience a process of starting businesses in Japan by creating business plans.

Section 2

【Course Objectives/Goals/Learning Outcomes】

- Assess your personal entrepreneurial capacity.
- Differentiate between entrepreneurial and managerial thinking.
- Play with idea generation techniques to help you better create and shape ideas into opportunities.
- Evaluate opportunities using rigorous feasibility and experimentation processes.
- Develop, define, and clearly communicate a business concept to determine its feasibility.
- Gain confidence to use entrepreneurial thinking and action with future opportunities.

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Week	Session	Topic
1	1	Introductions/Class Overview Ted Talk Sahar Hashemi: What makes an entrepreneur
	2	Practicing Entrepreneurship Types and Examples of Entrepreneurship
2	3	Activating an Entrepreneurial Mindset Discussion: Who is your favorite entrepreneur?
	4	Creating and Recognizing New Opportunities Blue ocean vs Red Ocean
3	5	Using Design Thinking Developing Design Map
	6	Building Business Models Business Model Canvas

2023 Fall Semester

		Preview of Quiz 1
4	7	Quiz 1 Leadership Final project discussion Assigning teams
	8	Research Day – conduct research on the industry you are interested in for your business plan
5	9	Group Work– coming up with the business ideas with your team
	10	Quiz 1 Review Developing Your Customers How to create values Value Proposition Canvas Business plan first idea due: choice of business
6	11	Creating Revenue Models Pricing Strategies
	12	Testing and Experimenting with New Ideas Different types of companies in Japan Planning for Entrepreneurs Preview for Quiz 2
7	13	How to write business plans Business plan examples
	14	Quiz 2 Bootstrapping for Resources Financing for startups – types of Fund-Raising
8	15	Quiz 2 Review Navigating Legal and IP Issues in Japan Discussion on Business Plan First Draft
	16	In class Team Discussion to prepare business plan first draft Team consultation with the instructor
9	17	Due: Business Plan first draft Brief presentation of first draft by each team
	18	Market Research Marketing and Branding Pitching Your Idea
10	19	Supporting Social Entrepreneurship Corporate Social Responsibility Preview for Quiz 3
11	20	Learning From Failure Exit Strategies Ted Talk Leticia Gasca: Fail Mindfully Discussion on Business Plan Second Draft
	21	Quiz 3 Team Discussion to prepare business plan second draft Team consultation with the instructor

2023 Fall Semester

12	22	Quiz 3 Review In class Team Discussion to prepare business plan second draft Team consultation with the instructor
	23	Due: Business Plan second draft Brief presentation of second draft by each team
13	24	Discussion on Final Project In class discussion to prepare final business plan
14	25	In class discussion to prepare final business plan Team consultation with the instructor
	26	Communication, Negotiation, and Presentation Skills
15	27	Due: Final Business Plan In class Team Discussion to review the final business plan and presentation
	28	Business plan presentation and Feed Back from classmates
16	29	Business plan presentation and Feed Back from classmates
	30	Business plan and presentation reviews, Semester review

【Textbooks/Reading Materials】

Entrepreneurship: The Practice and Mindset
2nd Edition
ISBN 9781544354620

Section 4

【Learning Assessments/Grading Rubric】

- Business plan and presentation 30%
- First Draft Business plan 15%
- Second Draft Business plan 15%
- Three quizzes 10% each
- Class Participation 10% This course focuses on group work and collaboration with other classmates is important. Active class participation is expected.