

## 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  Video: <a href="https://www.youtube.com/watch?v=r8nHptyS234">https://www.youtube.com/watch?v=r8nHptyS234</a>
2	2	Practicing Entrepreneurship Types and Examples of Entrepreneurship  Reading: Harvard Business Review “So You Want to Be an Entrepreneur?” <a href="https://hbr.org/2020/07/so-you-want-to-be-an-entrepreneur">https://hbr.org/2020/07/so-you-want-to-be-an-entrepreneur</a>
	3	Activating an Entrepreneurial Mindset Discussion: Who is your favorite entrepreneur?

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		<p>Reading: Forbes “An Entrepreneurial Mindset: What Is It And How Can You Build It?”  <a href="https://www.forbes.com/sites/forbesbusinesscouncil/2021/12/14/an-entrepreneurial-mindset-what-is-it-and-how-can-you-build-it/">https://www.forbes.com/sites/forbesbusinesscouncil/2021/12/14/an-entrepreneurial-mindset-what-is-it-and-how-can-you-build-it/</a></p>
3	4	<p>Creating and Recognizing New Opportunities  Blue ocean vs Red Ocean</p> <p>Reading: Blue Ocean Strategy  <a href="https://www.blueoceanstrategy.com/tools/red-ocean-vs-blue-ocean-strategy/">https://www.blueoceanstrategy.com/tools/red-ocean-vs-blue-ocean-strategy/</a></p>
	5	<p>Using Design Thinking  Developing Design Map</p> <p>Workshop: Create your design map</p>
4	6	<p>Building Business Models  Business Model Canvas</p> <p>Video: The Business Model Canvas - 9 Steps to Creating a Successful Business Model  <a href="https://www.youtube.com/watch?v=IP0cUBWTgpY">https://www.youtube.com/watch?v=IP0cUBWTgpY</a></p> <p>Workshop: Create business model canvas</p>
	7	<p>Final project discussion  Assigning teams  Preview of Quiz 1</p>
5	8	<p><b>Quiz 1</b>  Leadership  Business Plan Discussion</p> <p>Reading: Harvard Business Review “8 Essential Qualities of Successful Leaders”  <a href="https://hbr.org/2023/12/8-essential-qualities-of-successful-leaders">https://hbr.org/2023/12/8-essential-qualities-of-successful-leaders</a></p>
	9	<p>Quiz 1 Review  Group Work– coming up with the business ideas with your team  <b>Business plan first idea due: choice of business</b></p>
6	10	<p>Developing Your Customers  How to create values  Value Proposition Canvas</p> <p>Workshop: Create value proposition canvas</p>
	11	<p>Creating Revenue Models  Pricing Strategies</p>

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		Reading: Harvard Business Review “Pricing Strategy” <a href="https://hbr.org/topic/subject/pricing-strategy">https://hbr.org/topic/subject/pricing-strategy</a>
7	12	Testing and Experimenting with New Ideas Different types of companies in Japan Planning for Entrepreneurs  Reading: JETRO Invest Japan Laws and Regulations on setting up business in Japan <a href="https://www.jetro.go.jp/ext_images/en/invest/img/setting_up/Laws_EN_240513.pdf">https://www.jetro.go.jp/ext_images/en/invest/img/setting_up/Laws_EN_240513.pdf</a>
	13	How to write business plans Business plan examples Preview for Quiz 2
8	14	<b>Quiz 2</b> Bootstrapping for Resources Financing for startups – types of Fundraising  Reading: Harvard Business Review “Everything You (Don’t) Want to Know About Raising Capital” <a href="https://hbr.org/1989/11/everything-you-dont-want-to-know-about-raising-capital">https://hbr.org/1989/11/everything-you-dont-want-to-know-about-raising-capital</a>
	15	Quiz 2 Review Navigating Legal and IP Issues in Japan Discussion on Business Plan First Draft  Video/Reading: <a href="https://ipeplat.inpit.go.jp/Elearning/View/Login/P_login.aspx">https://ipeplat.inpit.go.jp/Elearning/View/Login/P_login.aspx</a>
9	16	In class Team Discussion to prepare business plan first draft Team consultation with the instructor
	17	<b>Due: Business Plan first draft</b> Brief presentation of first draft by each team
10	18	Market Research Marketing and Branding Pitching Your Idea  Video: How to improve your pitching skills <a href="https://www.youtube.com/watch?v=Njh3rKoGKBo">https://www.youtube.com/watch?v=Njh3rKoGKBo</a>
11	19	Supporting Social Entrepreneurship Corporate Social Responsibility  Reading: United Nations CSR and SDG <a href="https://csrfi.com/wp-content/uploads/2013/10/CSR-and-the-United-Nations-SDGs.pdf">https://csrfi.com/wp-content/uploads/2013/10/CSR-and-the-United-Nations-SDGs.pdf</a>
	20	Learning From Failure Exit Strategies

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		Ted Talk Leticia Gasca: Fail Mindfully Discussion on Business Plan Second Draft Preview for Quiz 3
12	21	<b>Quiz 3</b> Business Plan Second Draft discussion Team consultation with the instructor
	22	Quiz 3 Review In class Team Discussion to prepare business plan second draft Team consultation with the instructor
13	23	<b>Due: Business Plan second draft</b> Brief presentation of second draft by each team
	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  Reading: Harvard Business Review “What It Takes to Give a Great Presentation” <a href="https://hbr.org/2020/01/what-it-takes-to-give-a-great-presentation">https://hbr.org/2020/01/what-it-takes-to-give-a-great-presentation</a>
15	27	<b>Due: Final Business Plan</b> 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 Peer Reviews on your teammates

### 【Textbooks/Reading Materials】

Entrepreneurship: The Practice and Mindset  
2nd Edition  
ISBN 9781544354620

### Section 4

#### 【Learning Assessments/Grading Rubric】

- Final Business plan 20%
- Presentation Skills 10%
- First Draft Business plan 10%
- Second Draft Business plan 10%
- Three quizzes 10% each
- Class Participation and attendance 10%
- Peer Review 10%

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### Section 5

#### 【Additional Information】

This course focuses on group work and collaboration with other classmates is important. Active class participation is expected.