

**KANSAI GAIDAI UNIVERSITY**  
***ASIAN STUDIES PROGRAM***

**International Entrepreneurship:**  
**Focus on Japan**

*Dr. Stephen A. Zurcher*  
*Spring 2020*

# International Entrepreneurship Handbook:

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## Course and contact details

Course organizer	Dr. Stephen A. Zurcher
Contact details	Office Number 6405 szurcher@kansai.ac.jp Office meetings by appointment
Class Management	<a href="http://www.edmodo.com">www.edmodo.com</a> Group code:
Semester	Spring 2020
Time	Thursday 3pm to 6:10pm
Room	6304

**Course description:** The role of entrepreneurship in an economy has been well documented and is of interest to business people, politicians, professors and students. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many have the desire. Entrepreneurship in a foreign market introduces additional challenges and opportunities to the business owner. This course is based on an understanding of all the functional areas to the new venture creation process with a focus on those aspects that are of particular importance to the foreign business owner.

**Course Objectives:** Students will learn how to discover and evaluate ideas for new ventures. In addition to lectures and assigned readings, the students will work on teams that develop a comprehensive business plan for a new venture in Japan. The combination of lecture and team projects will give students an opportunity to see the interaction and the importance of market research, legal planning, financial statements and management strategy. Although these concepts will be generally applicable to the process of starting a business anywhere in the world, we will also focus on the unique opportunities and challenges involved in launching a business in Japan. As much as possible we will have guest lectures in class from entrepreneurs, foreign and Japanese, to outline their own business development efforts.

### **Work outside of the classroom**

While not specifically assigned, in order to complete class assignments, such as the business case assignment, students would benefit from activity outside the classroom. For example if your business plan involved students as customers then a survey of students completed outside of class would be useful.

### **Course schedule (subject to revision)**

<b>Date</b>	<b>Week</b>	<b>Session</b>	<b>Topic</b>
<i>01/30/20</i>	1	1	Introductions/Class Overview
		2	Lost Interview of Steve Jobs (1995)
<i>02/06/20</i>	2	3&4	Professor Business Trip (make up class to be scheduled)
<i>02/13/20</i>	3	5&6	Professor Business Trip (make up class to be scheduled)
<i>02/20/20</i>	4	7	Chapter One: Mind Set
		8	Chapter Two: Intentions & Chapter 3-New Entry
<i>02/27/20</i>	5	9&10	Hack Osaka Event At Grand Front
<i>02/29/20*</i>			Make Up Classes, Movie: Hafu

			Discussion of Movie with David Yano and Edward Sumoto
03/05/20	6	11	Chapter Four: Creativity and Chapter Five: Opportunities
		12	<b>Quiz One Chapters 1-5, Business Plan Idea Paper Due</b>
03/12/20	7	13	Quiz Review, Papers Returned, Business Teams Formed
		14	<b>No class on 3/19 due to Spring Break</b>
03/26/20	8	15	Chapter Six: Legal
		16	Chapter Seven: Business Plan
04/02/20	9	17No	Chapter Eight: Marketing
		18	Chapter Nine: Organization
04/09/20	10	19	Chapter Ten: Financial Plan & Chapter Eleven: Sources
		20	<b>Guest Speaker: Allen Minor Sunbridge Ventures</b>
04/16/20	11	21	<b>Quiz Two Chapters 6-11</b>
		22	<b>Business Plans Due</b>
04/23/20	12	23&24	Quiz Review, Business Plan Conference with Professor
04/30/20	13	25	Team 1 & 2 Presentations
		26	<b>Guest Lecture: TBD</b>
05/07/20	14	27	Team 3 & 4 Presentations, Class feedback form
		28	<b>Guest Lecture: Sean Collett Two Rabbits Brewery</b>
05/14/20	15	29	<b>Business Pitch Contest with Outside Judges</b>
		30	Building Six ICC Auditorium 4 <sup>th</sup> Floor Team Feedback Form from each team member

## Minimum Requirements

Regular attendance is expected at all sessions

Active participation in all classes

Collaboration by each student on business plan project

## Methods of Assessment

### *Summary*

- Business Plan/Presentation 50%
- Two quizzes at 15% each 30%
- Class Participation 10%
- Final Exam 10%

## Business Plan Assignment

*Submittal of full business plan due in Session 22*

*Presentation by team to class in Sessions 25 & 27*

*Business Plan contest in Session 29 to be judged by entrepreneurs/professors*

## Reading

### Required Readings

It is particularly important that you attend the class having completed the required reading. Failure to do so will seriously impair your ability to participate fully in the class. There may be additions to this list during the course.

**Key text: Entrepreneurship by Hisrich, Peters and Shepherd, McGraw-Hill International Edition, 8<sup>th</sup> printing, 2010**

### Other Resources

Business Week

Entrepreneurship Magazine

FastCompany

Idea Café

Inc. Magazine

Small Business Administration

United States Association for Small Business and Entrepreneurship

Wall Street Journal