

MAN200FB-A5538

Entrepreneurship

Noriko TAJI

Term：春学期授業/Spring | Credit(s)：2 | Day/Period：TBA | Campus：市ヶ谷 / Ichigaya | Grade：2～4

Notes：

管理 ID：
2100128
授業コード：
A5538

【Outline and objectives】

The class aims to learn how to found a startup and expand its business. The operation is conducted on the basis of interactive discussions with classmates, a teacher, and guests.

This lecture covers the following:

1. To learn the basic theory of entrepreneurship known globally
2. To experience the method of idea generation and business planning
3. To learn resource assembly, organizational design and strategy from business cases and a guest speaker

【Goal】

Students will understand the process of entrepreneurship from opportunity recognition to execution.

Students will learn the method of idea generation.

Students will practice business planning.

Students will confirm the theory and knowhow of entrepreneurship by reading business cases.

【Which item of the diploma policy will be obtained by taking this class?】

This course is strongly related to the "DP1-1", "DP2-2", "DP4" and "DP5" diploma policies and fairly related to the "DP1-2", "DP2-1" and "DP3" policies.

【Method(s)】

The class starts on April 21. The starting two weeks will be conducted by delivering documents and video files.

A short video is uploaded on Hosei system. A long video is uploaded on a private URL of YouTube. Videos will disappear in two weeks.

Please upload your assignment on Hosei system till the deadline.

This class is a mix of lecture and action learning.

Students make presentations of business ideas and discuss them with each other on Zoom system.

Students cultivate their business plans for several weeks and hand in final presentations.

【Active learning in class (Group discussion, Debate.etc.)】

あり / Yes

【Fieldwork in class】

あり / Yes

【Schedule】

No.	Theme	Contents
1	Introduction of entrepreneurship	Entrepreneur's voice video
2	Entrepreneur's impact on the economy and society	Introducing favorite entrepreneur
3	Lean Startup1	Idea generation & Minimum Viable Product
4	Lean Startup2	One minute idea pitch & Understanding business model canvas
5	Lean Startup3	Using business model canvas
6	Notion of Entrepreneur and Startup	Definitions by Schumpeter, Kirzner, etc.
7	Real entrepreneurship 1	Guest speaker talk
8	Entrepreneurial process	Opportunity Recognition & Exploitation, Execution
9	Entrepreneurial ecosystem	Understanding Silicon Valley
10	Management team	LinkedIn case 1 & Using business model canvas
11	Venture finance	LinkedIn case 2
12	Effectuation	LinkedIn case 3
13	Real entrepreneurship	Guest speaker talk
14	TBD	Final presentation of business model, etc.

【Work to be done outside of class (preparation, etc.)】

Considering a business idea and making a business plan

Reading business cases Preparatory study and review time for this class are 2 hours each.

【Textbooks】

No specified textbooks

【References】

A General Theory of Entrepreneurship, Scott Shane, Edgar Elgar, 2003.

Entrepreneurship, William Bygrave and Andrew Zacharakis, John Wiley & Sons, 2008.

【Grading criteria】

assignments (50%), class participation (20%) and final report (30%)

【Changes following student comments】

Students can get a lot of essence and tips from talks of entrepreneurs and investors while improving their own idea.

【Equipment student needs to prepare】

PC

【Career background of the lecturer】

Industrial experience working for a large company and startup, and experiencing external directors of public companies in Japan.

【interest】

Innovation Management

High-tech startups

Entrepreneurship

【Representative English papers】

"Resource Acquisition in High-Tech Startup Global Strategies" Noriko Taji, *Technology, Innovation, Entrepreneurship and Competitive Strategy*, Emerald Publishing Group, Vol.14, pp.263-287, 2014

"Guess Country Report, Japan," Noriko Taji, et.al., *Global University Entrepreneurial Spirit Students' Survey*, University of St. Gallen, 2012, 2014, 2016.

"Psychological Predictors of Entrepreneurial Interest in Japan," Noriko Taji & Yu Niiya, *Innovation management*, Hosei University, No.9, pp.61-72, 2012