

MAN200FB-A5537

Japanese Innovation Management

Noriko TAJI

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

Notes：

[グローバル：] [公開：] [実務教員：] [成績優秀者：]

[Outline and objectives]

管理 ID：2100127
授業コード：A5537
The objective is to understand recent Japanese companies management. This lecture focuses on how to find a business opportunity and commercialize it by utilizing internal and external management resources.

This lecture covers the following:

1. Understanding innovation projects using the case study method.
2. Strategies and operations in the process of new business development.
3. How to found and grow a startup business.

[Goal]

Students can understand notions of innovation management and strategy.

Students can explain and discuss about issues of strategy and marketing.

Students can judge current companies' decisions that are shown on news papers.

Students can choose a good company or startup when searching a job.

[Which item of the diploma policy will be obtained by taking this class?]

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

[Method(s)]

In case of CORVID 19 matter, half classes 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. And the left classes will be on-line lectures.

[Active learning in class (Group discussion, Debate.etc.)]

あり / Yes

[Fieldwork in class]

なし / No

[Schedule]

No.	Theme	Contents
1	Introduction/ Radical & incremental innovation	Analog camera: Kodak
2	Disruptive and sustaining technology	Digital camera: Fuji Film
3	Radical innovation in the watch industry in Japan	Quartz watch: Seiko
4	Commoditization	Quartz watch: Seiko LCD TV: Sharp
5	Radical innovation in the watch industry in Europe	A fashion gear watch: Swatch
6	Defining concept design in the consumer market	An unbreakable watch "GSHOCK": Casio Computer ①
7	Building a global brand in the consumer market	An unbreakable watch "GSHOCK": Casio Computer ②
8	Product development in a middle-size manufacturing company	A new switch equipped with LCD display: NKK Switches ①
9	Global strategy in a middle-size manufacturing company	A new switch equipped with LCD display: NKK Switches ②
10	Global strategy in a large company	How to sell electronic products in Europe: Panasonic Brand ①
11	Supply chain management	How to sell electronic products in Europe: Panasonic Brand ②
12	Approaching Globalization	How to sell Swedish furniture in Japan: Ikea
13	Finding a business opportunity by startup	Semiconductor inspection equipment: RAYTEX ①
14	Growing process of a startup	Semiconductor inspection equipment: RAYTEX ②

[Work to be done outside of class (preparation, etc.)]

Beforehand, case descriptions are delivered. Preparatory study and review time for this class are 2 hours each.

[Textbooks]

No specified textbooks

Case descriptions can be downloaded on the web.

[References]

No specified references

[Grading criteria]

Each assignments (70%), final report (30%)

[Changes following student comments]

The similar lecture was provided as ESOP Program in 2015 and 2016. Discussion time and video was appreciated by students.

The first lecture for GBP was done in 2017. Students were divided into groups of three and discussed about assignments.

[Equipment student needs to prepare]

PC

[Research Theme]

Innovation Management

High-tech startups

Entrepreneurship

[Representative English paper]

"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

[Representative Japanese book]

Strategy of High Tech Startups, Noriko Taji and Emiko Tsuyuki, Toyo Keizai Shinposha, 2010, printed in Japanese.

Architectural Innovation, Noriko Taji, Hakuto-shobo, 2005, printed in Japanese.

Career Design, Noriko Taji, First Press, 2008, printed in Japanese.

[Recommended lecture]

Introduction to Strategic Management, Introduction to Marketing, Strategic Management, International Business, Principles of Marketing