

SEMINAR: ENTREPRENEURSHIP AND INNOVATION I/II

This seminar meets for two consecutive periods (180 minutes) every week.

Goals

Entrepreneurship and Innovation is a growing management field that positions knowledge, technology, entrepreneurship, and innovation at the center of the economic model. In this course, students will study the impact of technological change and innovation on firms, industries and the economy. Through readings of academic journals and textbooks, students will learn the concepts, theories and research being done in this field. This seminar will also use many business case studies in order for students to learn how entrepreneurs and competitive firms strategize for innovation.

Another goal is to develop your skills in discussion, presentation, and writing a research paper. You will learn not only to understand academic writing or the process of research, but also to express your ideas, evaluate critiques and apply them to your research.

What We Actually Do in the Seminar

Reading, Discussion, Presentation, Research and Writing

➤ Reading

We do two types of reading:

- (a) Core Readings: Readings on key concepts related to Innovation and Entrepreneurship, such as categories of innovation (product, process, radical, incremental, disruptive, open innovation); commercialization of innovation (entrepreneurship, ventures, venture capital) and companies' strategies towards innovation (business case studies).
- (b) Research Readings: These readings are chosen by each student, in consultation with me for the purpose of his/her research.

➤ Presentation

There are two types of presentation.

- (a) Reading presentation: Students take turns to prepare a detailed summary of a reading and guide a discussion on the reading.
- (b) Research presentation: Related to each student's own research—students present and receive feedback on their choice of topic, research plan, and the completed research.

➤ Research

Individual research: Related to each student's own research—students present and receive feedback on their choice of topic, research plan, and the completed research.

➤ **Writing**

- (a) Individual term paper: For students taking the seminar for one year only. Students will write a term paper (business related) based on one or two concept(s) of Innovation and Entrepreneurship decided during that particular year.
- (b) Individual research paper: For students taking the seminar for two years. A thorough case study based on one or two concept(s) of Innovation and Entrepreneurship decided during that particular year.

Lecture

There will be some lectures at the seminar particularly if they are related to a new concept or topic. At the same time, we will also discuss the relevant Innovation and Entrepreneurship concepts and theories (first semester), discussion of research paper and contents (second semester) and any other areas that need additional input.

Grading Criteria

Students are evaluated based on their participation in discussions, readings, presentations and a final term paper or research paper.

Is This a One-Year or Two-Year Seminar?

Students are evaluated on a semester-basis but they are *expected to* take the seminar for a year. Students are *encouraged to* take the seminar in both their third and fourth year, but this is not a requirement.

Ideal Candidate

- A person who is interested in business especially how companies reinvent and innovate themselves through innovation and technology
- A person who is motivated to study and to learn new things.
- A person who actively participates in the seminar through sharing of ideas, knowledge and discussion.

Seminar Visit

Friday, October 7th or 14th

The Selection

- **Target enrollment:** SEVEN to EIGHT 3rd year students. THREE 4th year students.
- **Submit application to GIS office** by 11:30 on October 28, 2016.
- **Criteria for selection:**
 - i. Taken some of the following courses in GIS.
Introduction to Business, Microeconomics I/II, Macroeconomics I/II, Foundations of Finance, Accounting, Principles of Marketing and International Business.
 - ii. Familiar with business and economics concepts.
 - iii. Willingness to work hard (because there will be a lot of readings) and participate actively in seminar activities.
 - iv. Academic performance will also be considered, as an indicator of the level of your academic commitment and preparation required for seminar participation.
 - v. Submission of a short essay. (*Details will be provided below*).
- **Application submission** (Include all the following items)
 - i. Statement of purpose (Why are you interested in this seminar?)
 - ii. List of the courses you have taken
 - iii. Short essay (*about 500 words*) based on the question below.
Question: Based on your opinion, name a company (a Japanese or an international company) that you think is most innovative and explain why you chose that company. Your essay should also include the entrepreneur(s) behind the company, the company's innovations and the company's contributions to society.
- **Interview**

If you are selected, you will be asked to attend an interview.
Date & time: November 2 (Tuesday), between 13:00 – 16:00, Place: Reference Room
- **Results**

Results of your interview will be announced after 3pm on November 16th 2016.