

## **SEMINAR: ENTREPRENEURSHIP AND INNOVATION I/II**

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

### **Goals**

This is a business seminar with emphasis on “Entrepreneurship and Innovation”. Entrepreneurship and Innovation is a growing management field that positions the importance of knowledge and technology 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. This seminar will make use of academic journals, textbooks and business case studies for the students to learn how entrepreneurs and competitive firms strategize for innovation.

This seminar will also develop your skills in reading, discussion, presentation, and writing. You will learn to express your ideas, analyze business case studies (qualitatively and quantitatively) and apply what you have learned into your research.

### **What We Actually Do in the Seminar**

#### **➤ Reading**

Readings on key concepts related to Innovation and Entrepreneurship. This includes fundamental concepts such as disruptive vs sustainable innovation to currently debated concepts such as open innovation. In addition, students will analyze a variety of business case studies related to the concepts of Innovation.

#### **➤ Presentation**

There are two types of presentation.

- (a) Case study/core 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) Book review: Students will write a book review based on a list of Innovation and Entrepreneurship books decided during that year.
- (b) Individual research paper: Students will write a research paper based on one of the concepts of Innovation and Entrepreneurship learned during that year.

**Business Case Studies**

This seminar analyzes business case studies based on actual companies. Target companies include MNCs (Nike, Walmart, Coca-Cola, P&G, etc.), technology companies (Apple, Amazon, Facebook, Google, Netflix, Tesla Motor, etc.), start-ups (Airbnb, Uber, WhatsApp, etc.) and Japanese companies (Uniqlo, Rakuten, Yamato, Juchheim, Fujitsu, etc.). The seminar goal is to analyze 5-6 business case studies every semester.

**Grading Criteria**

Students are evaluated based on their participation in reading, discussions, 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, learn new things and work hard.
- A person who actively participates in the seminar through sharing of ideas, knowledge and discussion.

**Seminar Visit**

Friday, 2<sup>nd</sup> or 3<sup>rd</sup> period, October 12<sup>th</sup> 2017 or October 19<sup>th</sup>, 2017  
Please email me at before you come.

## The Selection

- **Target enrollment:** EIGHT 3<sup>rd</sup> year students.
  
- **Criteria for selection:**
  - i. Have taken and passed at least **FOUR (4) Business or Economic courses** in GIS or other departments in Hosei University or universities abroad.  
*GIS Business and Economic courses includes Introduction to Business, Entrepreneurship and New Ventures, Microeconomics I/II, Macroeconomics I/II, Foundations of Finance, Accounting, Principles of Marketing, and others.*
  - ii. Interested in business seminar.
  - 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.
  
- **Application submission**

Please submit your application to GIS Administrative office and email to me at by 5pm, November 5<sup>th</sup>, 2018.

  - i. Statement of purpose (Why are you interested in this seminar? What would you like to do after you have graduated? If you are thinking of working for a company, which company or companies would you be interested in and why are you interested to work for the company. The length of your essay is about 400~600 words.)
  - ii. List of the business and economic courses you have taken in GIS.
  
- **Interview**

If you are selected, you will be asked to attend an interview. Please bring a copy of your academic transcript during the interview.  
Interview date: Anytime from November 7<sup>th</sup> to November 30<sup>th</sup>. Exact date, time and place will be emailed to you.
  
- **Results**

Results of your interview will be announced on December 5<sup>th</sup>, 2018.