

HOSEI University: Joint MBA-Seminar  
March 4, 2009



Prof. H. Tschirky, PhD, DBA  
Swiss Federal Institute of Technology

February 11, 2009

## Joint MBA Seminar HOSEI University – ETH Zurich

- 13:30 – 14:00 Opening and Lecture by Prof. Yoshiro FUKUDA:  
 • Introduction to Hosei University
- 14:00 – 15:15 Lecture by Professor Junko KIMURA:  
 • Case Study on Service Innovation
- 15:15 – 15:30 Coffee Break
- 15:30 – 16:45 Lecture by Professor Fumihiko KIMURA:  
 • “Life Cycle Management”
- 16:45 – 17:30 Attending the final selection of the Business Start-up Award  
 (cultural experience)
- 17:30 – 18:30 Joint panel discussion on “Beyond the MBA”:  
 panel members: 2 MBA-students from Hosei University and  
 2 MBA students from ETH + 1 professor from each university
- 18:30 – Reception on the 25<sup>th</sup> floor of the “Boissonade Tower” of the  
 Ichigaya Campus



Prof. Yoshiro FUKUDA



Prof. Junko KIMURA



Prof. Fumihiko KIMURA