

Wed, 17 February - Tue, 1 March 2016 at the HIDA Tokyo Kenshu Center (TKC)

Course Objectives

The Program on Business Innovation (PBI) is one of our management training programs for all the developing countries, and for directors and managers from any of the developing countries to go through the process necessary to create innovation practically. The curriculum of this program is designed for participants to have a simulated experience of creating innovation by working with a diversified team in practical sessions/workshops, together with Japanese company members. This program aims to give participants the self-awareness and the basic actions necessary to implement management reforms and to innovate their companies in order to develop corporate competitiveness after returning to their countries.

Traget Participants

Directors, senior managers, or middle managers who are responsible for corporate strategy, development of new business or new products, production technology, and/or marketing, in manufacturing companies and companies in the service sector.

Language

All lectures, visits and exercises will be conducted in English or Japanese with translation into English.

Part of the participation expenses will be covered by subsidy from the Japanese government

Course Contents

(1) Participants will deepen their understanding of global trends in innovation and the concept of innovation to create added value by grasping the customer's problems and solving such problems.

(2) Participants will deepen their understanding of the process to create innovation by experiencing innovation practically through the following activities in combined teams with Japanese company members:

- To seek and identify potential business opportunities (challenges) in participants' countries from various viewpoints
- To seek solutions to such identified potential business challenges
- To draw a potential business model as a hypothesis based on the identified challenges and their solutions
- To test the hypothesis comprehensively to make the potential business model more effective
- To make a presentation on the start-up business ideas that they came up with with the Japanese company members through the joint exercises on the last day of the program.

(3) Participants will observe and feel real start-up business ideas by attending a pitch contest hosted by "1776", a Washington D.C.-based incubation center, to which start-up companies in Asia makes presentations on their business idea.



Program Director

Mr. Naohiro Nishiguchi
Executive Managing Director,
Japan Innovation Network

After starting his career at the Long-Term Credit Bank of Japan, he joined the World Bank Group. Then, he moved on to serve as a worldwide partner of Mercer Ltd., and an executive officer of Innovation Network Corporation of Japan, before assuming his current position. In 2011, he took the initiative in launching and operating the Frontier Personnel Research Committee of the Japanese Ministry of Economy, Trade and Industry (METI). Then in July 2013, he joined the founding team of the Japan Innovation Network, which executes the Committee's suggestions. He has focused on overthrowing the dogma that innovations can't be created by a large company. Before becoming the executive fellow of "i. school" of the University of Tokyo, he held various committee positions with METI and the Ministry of Education, Culture, Sports, Science and Technology (MEXT). He had 8 years' business experience in the US. He graduated from the Faculty of Economics, Sophia University, and acquired an MBA from the Kellogg School of Management, Northwestern University.

Schedule (Tentative)

Date		Morning Session	Afternoon Session
Feb. 16	(Tue.)	Arrival in Japan	
17	(Wed.)	Orientation/Opening Ceremony	Lecture: Definition of and Global Trends in Innovation
18	(Thu.)	Lecture & Exercise:	Workshop for Ideations with Design Thinking
19	(Fri.)	Sessions:	SESSION WITH JAPANESE COMPANY MEMBERS (EXERCISE) : Looking for Business Opportunities/Challenges in Participants' Countries
20	(Sat.)	Day Off	
21	(Sun.)	Day Off	
22	(Mon.)	Sessions:	SESSION WITH JAPANESE COMPANY MEMBERS (EXERCISE) : Looking for Solutions to Problems related to Business Opportunities/Challenges in Participants' Countries
23	(Tue.)	Sessions:	SESSION WITH JAPANESE COMPANY MEMBERS (EXERCISE) : Creation of a Potential Business Model
24	(Wed.)	Sessions:	SESSION WITH JAPANESE COMPANY MEMBERS (EXERCISE) : Testing the Potential Business Model Hypothesis
25	(Thu.)	Visit:	Pitch Contest at which Start-Up Companies in Asia Make Presentations on Their Business Ideas
26	(Fri.)	Sessions:	SESSION WITH JAPANESE COMPANY MEMBERS (EXERCISE) : Testing of the Potential Business Model Hypothesis (cont.)
27	(Sat.)	Day Off	
28	(Sun.)	Day Off	
29	(Mon.)	Lecture:	Reviewing the Critical Points in Making a Start-Up Business Model Presentation Preparation for Final Report Presentation
Mar. 1	(Tue.)	Presentation:	Final Report Presentation Presentation: Final Report Presentation Evaluation of the Program/Closing Ceremony
2	(Wed.)	Departure from Japan	

*The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other unavoidable reasons.

Please Visit http://www.hidajapan.or.jp/jp/ikusei/management/files/15pbi_e.pdf
for the Program Outline and Participation Requirements.

Application Deadline: 4 December 2015