

Course	Entrepreneurship Training I
Course No.	
Credits	2 Credits
Grade	1 Year
Timetable	Fall AB intensive
Instructor	Osamu Ohneda, Yoshinori Harada
Course Overview	Entrepreneurship Training aims to lead the students to nurture the mindset and skill required for application of their technical seeds and ideas to society. By lecture and visiting companies and industries, students will study ideas and skills from the standpoints of social needs, entrepreneurial activities, and business continuity. Success cases and failure cases will be used as teaching materials.
Remarks	Conducted in English. Required for students of International Joint Degree Master's Program in Agro-Biomedical Science in Food and Health.
Course Type	Lectures
Link between Course Objectives and Activities	To be able to explain fundamental process of creation/inauguration of businesses for Food and Health.
Academic Goal	Through the study how to start and manage the business, we will nurture the generic skills such as how to apply the knowledge in Agro-Biomedical Science to social needs, and project management skills in different fields.
Course Schedule	<ol style="list-style-type: none"> 1. Overview of Bio-business 2. Lecture on structure of biotechnology industry and bio-venture 3. Lecture on skills for bio-business start-up 4. Lectures on intellectual properties 5. Lectures on project management 6. Lectures on social needs, marketing, business model, and financial issue, etc.
Course Prerequisites and Advisories	Attending "Entrepreneurship Training II" is highly recommended to study the practical part of Entrepreneurship Training.
Grading Philosophy (Percentage/ Criteria/ Methodology)	<p>Participation and discussion in the class (50%) and a report about the idea of business model (50%).</p> <p>Grading Criteria is A+ (Superior), A (Excellent), B (Good), C (Average) and D (Failure). Students need to be able to understand the minimum basics necessary for the process of creation/inauguration of businesses for Food and Health for getting grade C. In addition, if a student is considered to be able to promote constructive questions and answers during the class, he/she can get grade B. In addition, if a student is considered to be able to create an original and highly feasible business plan, he/she can get Grade A. In addition, if a student is considered to be able to be extremely brilliant by accomplishing their goal comprehensively, he/she can get Grade A+.</p>
Self-Directed Learning Other Than Coursework	Read textbooks and activate discussion out of classes.
Textbooks, References and Supplementary Materials	Science Business: The promise, the reality, and the future of biotech. Gary P. Pisano
Office Hours	<p>Name: Osamu Ohneda E-mail: oohneda@md.tsukuba.ac.jp</p> <p>Name: Yoshinori Harada E-mail: harada.yoshinori.gf@u.tsukuba.ac.jp</p> <p>By appointment only</p>
Other (i.e. Expectations on Classroom, Conduct and Decorum etc.)	
Related Courses	<p>Entrepreneurship Training II</p> <p>Bio-Entrepreneurship Training</p> <p>Job or Internship Hunting Including Technological Watch</p>
Keywords	Entrepreneurship, Management, Marketing, Coaching