

Entrepreneurship Training I
アントレプレナーシップトレーニング I
(筑波大学)

Course	Entrepreneurship Training I
Course No.	01ER103
Credits	2 Credits
Grade	1 st Year
Timetable	Fall AB Thursday 5, 6
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. In Entrepreneurship Training I, by lecture, 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. The leading experts in this field will be invited. These will allow the students to expand their perspectives and create valuable networking for their future.
Remarks	Conducted in English. Attendance is mandatory for interactive course learning. 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	<p>Lecture 1 Guidance</p> <ul style="list-style-type: none"> • Objective and goal of the Entrepreneurship Training • Typing of students for group works and self introduction • Overview of life science business • History of venture business <p>Lecture 2 Generic Skills I</p> <ul style="list-style-type: none"> • Presentation • Project management • Business Model Canvas I <p>Lecture 3, 4 Generic Skills II</p> <ul style="list-style-type: none"> • Project management • Business Model Canvas II <p>Lecture 5, 6 Financial Strategy I</p> <ul style="list-style-type: none"> • Skills for starting business (financial issue etc.) <p>Lecture 7, 8 Human Resource Management I</p> <ul style="list-style-type: none"> • Introduction of human resource management as a skill of project management <p>Lecture 9, 10 Project Management</p> <ul style="list-style-type: none"> • Basic skills of project management • Case studies in project management <p>Lecture 11, 12 Human Resource Management II</p> <ul style="list-style-type: none"> • Introduction of coaching • Coaching skills and practice of coaching <p>Lecture 13, 14 Intellectual Properties</p> <ul style="list-style-type: none"> • Creation, application, maintenance and usage of intellectual properties (patents) in pharmaceutical industry <p>Lecture 15, 16 Presentation</p> <ul style="list-style-type: none"> • Business presentation (rehearsal)

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	<ul style="list-style-type: none"> • Q & A <p>Lecture 17, 18 Financial Strategy II</p> <ul style="list-style-type: none"> • Venture capital in the US and finance <p>Lecture 19, 20 Presentation</p> <ul style="list-style-type: none"> • Business presentation • Awarding
Course Prerequisites and Advisories	Attending “Entrepreneurship Training II” is highly recommended to study the practical part of Entrepreneurship Training.
Grading Philosophy (Percentage/ Criteria/ Methodology)	Q&A and discussion in the class (40%) , Team collaboration and presentation about the idea of business model (60%).
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	Name: Osamu Ohneda E-mail: ohneda.osamu.fu@u.tsukuba.ac.jp Weekdays only.
Other (i.e. Expectations on Classroom, Conduct and Decorum etc.)	
Related Courses	Entrepreneurship Training II
Keywords	Entrepreneurship, Management, Marketing, Financing, Intellectual Properties, Coaching, Business Model Canvas