

Course	Entrepreneurship Training II
Course No.	01ER104
Credits	2 Credits
Grade	1 <sup>st</sup> Year
Timetable	Fall AB Tuesday 4, 5
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 II, by lecture and off-campus study, students will cultivate ideas and skills from the standpoints of social needs, entrepreneurial activities, and business continuity. 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.
Course Type	Seminars
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>1, 2 Guidance</p> <ul style="list-style-type: none"> <li>• Objective and goal of the Entrepreneurship Training II</li> <li>• Self introduction</li> </ul> <p>3, 4 Generic Skills III</p> <ul style="list-style-type: none"> <li>• Business Model Canvas III</li> </ul> <p>5, 6 Generic Skills IV</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Business Model Canvas IV</li> </ul> <p>7, 8 Case study 1: Pharmaceutical Industry</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Global trends and future issues</li> <li>• Q &amp; A</li> <li>• Customer segments &amp; value propositions</li> </ul> <p>9, 10 Lecture Case study 2: Academia-industry Collaboration</p> <ul style="list-style-type: none"> <li>• Off-campus study (Utsunomiya, 3rd-6th period)</li> <li>• Academia-industry collaboration and start-up</li> <li>• Robotic technology and agriculture</li> <li>• Physical distribution</li> <li>• Q&amp; A</li> <li>• Customer segments &amp; value propositions</li> </ul> <p>11, 12 Case study 3: Japan International Cooperation Agency JICA</p> <ul style="list-style-type: none"> <li>• Off-campus study (Tokyo, 3rd-6th period)</li> <li>• JICA and library</li> <li>• Q &amp; A</li> <li>• Customer segments &amp; value propositions</li> </ul> <p>13, 14 Case study 4: Pharmaceutical Company R&amp;D Center</p> <ul style="list-style-type: none"> <li>• Off-campus study (Tsukuba)</li> <li>• Cutting edge technology</li> <li>• Robotic technology and pharmaceutical industry</li> <li>• Q &amp; A</li> <li>• Customer segments &amp; value propositions</li> </ul> <p>15, 16 Case study 5: Food Industry</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Global food development</li> </ul>

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

	<ul style="list-style-type: none"> <li>• Physical distribution</li> <li>• Q &amp; A</li> <li>• Customer segments &amp; value propositions</li> </ul> <p>17, 18</p> <ul style="list-style-type: none"> <li>• Business model preparation</li> </ul> <p>19, 20 Presentation</p> <ul style="list-style-type: none"> <li>• Business presentation</li> <li>• Q &amp; A</li> </ul>
Course Prerequisites and Advisories	Attending “Entrepreneurship Training I” is highly recommended to study the basic 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 I
Keywords	Entrepreneurship, Management, off-campus study, Business Model Canvas