

Course Descriptions

CC533 Entrepreneurial Leadership 3:0:3

In this course, students will learn about the leadership necessary at the entrepreneurial stage. They will come to understand leadership related to the construction of theoretical entrepreneurial projects and processes and organizational culture and study techniques for leading changes at each stage of entrepreneurship in order to promote corporate growth. Students will learn, through cases of success and failure, about the establishment of vision and mission, formation of teamwork and human relationships, techniques for promoting innovation and creativity, and the key to leadership.

Advanced Multidisciplinary Capstone Design 2:6:4(4)

The purpose of this course is to enable students to implement the process from the derivation of ideas to design, analysis, and production of test products for the resolution of engineering education problems derived from the industrial field, thus instilling in students creativity, a spirit of challenge, expertise, and communication skills through the resolution of actual convergent engineering problems and the basic skills of entrepreneurship. This will allow them to evaluate the value of solution technology derived from a market perspective. Students from diverse majors will work in teams and, through lectures, learn the theory and practice necessary to complete team tasks such as the creation and evaluation of ideas and product manufacturing and presentation methods and the basic concepts of entrepreneurship such as technological value, technology commercialization, and sustainable entrepreneurship.

Understanding Startups 1:0:1

The purpose of this course is to teach students basic knowledge of entrepreneurship over a brief period so as to raise their understanding of and interest in entrepreneurship. Students will learn about the major stages of entrepreneurship such as team construction, business models, investment hosting, and marketing.

Special Lectures on Startups 1:0:1

Consisting of lectures by invited startup experts including entrepreneurs, early investors, accelerators, and lawyers, this course is offered in order to aid students' basic understanding of entrepreneurship through lectures on vivid field experiences ranging from the preparatory stage to investment hosting and corporate growth.

Startup Simulation Games 1:0:1

The purpose of this course is to teach students the startup processes by using the simulation games. They will learn key issues like tech-based startup, market survey, value proposition, platform business and leadership.

Key Entrepreneurial Process 2:3:3

Through this course, students will obtain deep practical understanding of fields indispensable to the initiation and growth of startups, such as business models, fund procurement process, calculation of corporate value, organizational and personnel management, growth management, corporate ruling structure, and exit strategies.

Startup Finance 3:0:3

In this course, students will study the practical finance and accounting necessary for startups. By learning to create financial reports, they will be able to indicate corporations' state quantitatively and to use accounting information in business management. Students will also learn the methods for procuring funds necessary for corporate growth and obtain financial knowledge used in business decision making. They will learn about investors such as angel investors and venture capital as well.

Startup Marketing 3:0:3

In this course, students will learn about the process of realizing startup ideas and introducing them to the market. They will establish target markets, survey customers, and establish business models and price systems. In addition, students will study methods for enticing customers and the sales process.

Entrepreneur's Toolbox 3:0:3

This course modularizes into sets the practical tools necessary for entrepreneurs from the preparatory stage to the early management stage. Together with experts, students will learn practical knowledge of laws, patents, negotiations, and communications for entrepreneurs through actual cases and practice each module so as to be able to use it directly in the field.

Design Thinking for Startups 2:3:3

This course will present the methodology for developing innovative products/services that are demanded by the market and technologically possible based on empathy with customers. As such, it will provide an arena of action learning enabling students to learn and practice the tools for innovative activities (open innovation, design thinking, entrepreneurship). By introducing new information technology (IT) trends and work methods, this course will broaden student's perspectives and provide them with an opportunity to consider entrepreneurship as a career. In addition, students from diverse majors will conduct projects in teams and receive mentoring from corporations that invest in student entrepreneurship, thus prompting the course to lead directly to actual entrepreneurship.

Startups and Innovation 3:0:3

One of the essential elements for making an innovative startup company is to understand the nature of 'innovation' itself. After learning the various types and characteristics of the innovation and methodologies to protect it, students perform a project of applying what they learn to their own venture planing to make the venture more innovative

Special Issues: Entrepreneurship & Innovation 3:0:3

Addressing broad and diverse topics in entrepreneurship and innovation that have become important for both society and industries/technology in recent years, this course will present lectures on actual issues and cases (ex: social entrepreneurship, 4th Industrial Revolution, AI, robots, uncrewed vehicles, market forecasts in diverse technological fields, big data, etc.) in order to broaden the creative and convergent perspectives of students in the Master of Entrepreneurship and Innovation Program and to enable students actively to prepare for and respond to the swiftly changing and developing business environment.