

産学官金 関連ページ

地域連携

公開講座のご案内

出前講座

中学生のための化学実験講座

メカライフの世界展

親子で楽しむ科学フェスタ

提携先一覧

寄付金

Global Entrepreneurship Program

Intensive 5-day study tour in summer to learn key business elements and build your business plan as your outputs. You work with your classmates across the world in conjunction with the experience of deep Japanese cultures at Tsuruoka city.



Program Overview:

Team up with other students to go through 6 classes on business topics and related issues, aiming to complete the business plan. Experienced Instructors give feedback on assignments every time. You also learn from the cultural experiences from the traditional Japanese spiritual training known as *Zen*. By experiencing **Japanese culture and history**, you will encounter and shape a different set of values.

Key Point:

- You will learn key business concepts from MBA and become able to write your business plan on your business ideas.
- You live and study with students from the different cultural backgrounds and build real friendship by working together towards your study goal.
- Classes are supervised and lectured by the local instructor for Columbia Business School Venture For All® Program.
- Graduates from this program will be eligible to participate in the Venture For All® Japan Alumni Association. This is the great networking opportunity with working professionals and university students who are active in various fields.

Learning Modules:

Business model, Market analysis, Campaign Promotion, Finance, Presentation Skills, Leadership



Class Schedule

August 24 to August 29

*Those who join the optional tour in Tokyo and Kyoto, the schedule continues after August 29.

Day	Time	Contents
Aug 24	19:00-21:00	Welcome Dinner
Aug 25	09:30-11:30	Introduction (including Ice Break Activities)
	11:30-12:30	Lunch
	12:30-14:00	Class: Business Ideation
	14:15-15:45	Class Business Model
	16:00-18:00	Team Activity (work on assignment)
	18:30-	Dinner and Free time
Aug 26	09:00-10:30	Class: Market Analysis
	10:45	Leave for Hagurosan
	11:30-12:45	Lunch at the Shrine
	12:45-16:30	Experience the Yamabushi Shugyo
	16:30-	Leave for the Hotel
	18:30-	Dinner and Free time including team activity (work on assignment)
Aug 27	09:00-10:30	Class: Campaign Promotion
	10:45-12:15	Class: Finance
	12:15-13:15	Lunch
	13:15-18:30	Local Attractions including Factory Tour (TBD)
	18:30-	Dinner and Free time including team activity (work on assignment)
Aug 28	09:00-10:30	Class: Presentation Skill
	10:45-12:15	Team Activity (work on business plan)
	12:15-13:15	Lunch
	13:15-18:30	Team Activity (work on business plan)
	18:30-	Dinner and Free time including team activity (work on assignment)
Aug 29	09:00-11:30	Team activity (finalize business plan)
	12:30-14:00	Present Your Business Plan
	14:30-16:00	Feedback and Wrap up Lecture on Leadership
	16:00	Leave for Tokyo
	19:00	Depart for each destination
Aug 30		Arrive home or join optional tour in Tokyo and / or Kyoto

Class Contents

Business Ideation

Issue and Solution: Finding pains and gains in your life and society in a structured manner, and coming up with an initial solution for these.

Business Model

Business Model Development: Turning your new venture idea into a business model using the Business Model Canvas.

Market Analysis

Market Attractiveness and Customer Discovery: Determining how big and attractive your new markets and customer segments are. And defining customer characteristics of your products and testing your assumptions about the alignment between your product offering and targeted customers.

Campaign Promotion

Marketing Strategy: Understanding the basic theory and current trends of marketing as well as consumer behaviour.

Finance

Profit Models: Identifying revenue sources while minimizing cost factors. Also, learning cash resources to invest on your venture idea.

Presentation Skills

Successful Factors for your Presentation: Learning the key successful factors for any type of presentations. You will have a chance to shoot your presentation and get feedback from your peers.

Leadership

Team Leadership: Selecting team members with the right mix of knowledge and skills as well as understanding the difference between leader and manager.





Tatsuhito Sugaoi

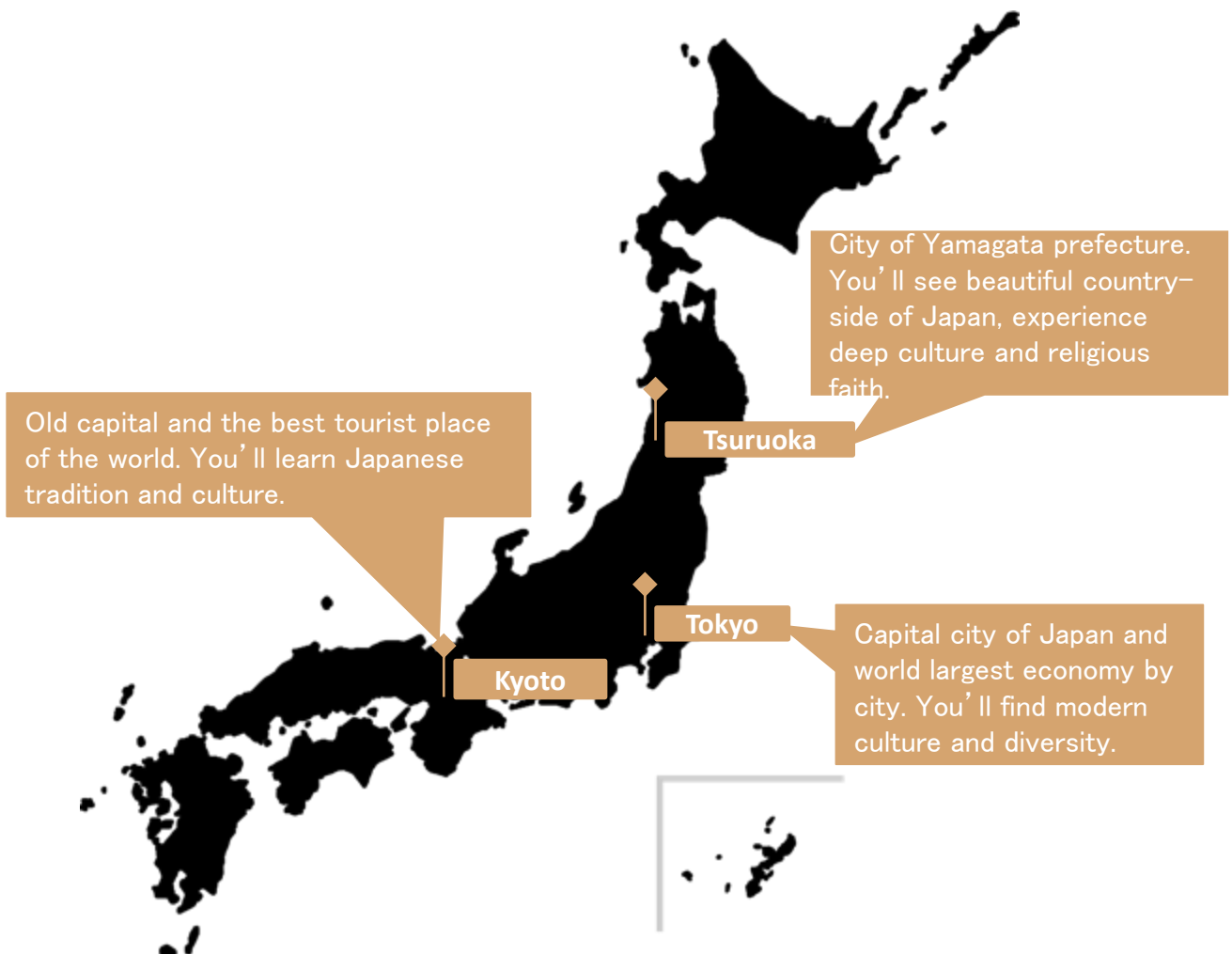
Instructor, Columbia Business School Venture For All®

Tatsuhito Sugaoi (Tat) is an instructor for Columbia Business School Venture For All® Program in Japan. Tat also teaches business at Kyoto Koka Women's University. Apart from teaching, Tat develops corporate training programs for the Fortune100 class global companies. In addition, Tat started his own business as an entrepreneur in the area of talent development.

Prior to his recent career, Tat worked for Philips Japan as Director of the Business Transformation where he led his team to improve the operational efficiency that contributed in the improvement in operating profit. Prior to Philips, Tat worked at General Electric as the ECLP (Experienced Commercial Leadership Program) and mostly served in the area of the new business development. Tat not only has the commercial knowledge and experience but also has the Lean Six Sigma, Change Management and the Transformation experience. Tat received his MBA from the top business school in Japan at Hitotsubashi University.

Venue

Tsuruoka City Advanced Research and Industry Support Center



Why Tsuruoka city?

Tsuruoka: The city of wonderful culture & nature

Breathtaking Nature

Feel the Michelin Green Guide star-winning nature; a unique combination of towering mountains, wide-open plains, bountiful coastlines.



Deep Culture

Experience traditions remain unchanged for the last 1,000 years; a mix of Buddhism and Shintoism founded only in Japan.



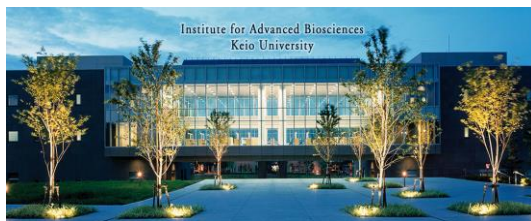
Amazing Cuisine

Enjoy the globally recognized rich and unique food culture; Japan's only UNESCO Creative City of Gastronomy.



Tsuruoka is known for The Institute for Advanced Biosciences (IAB), Keio University and has **ranked the top-three "Innovative city" in Japan by Forbs.**

IAB is a full-fledged bioscience research institute established in April, 2001 and uses cutting-edge biotechnologies, attracting attention from around the world as a pioneer in the new life sciences field that makes full use of IT in this way called Integrated Systems Biology.



Tsuruoka: Activities and Cultural Experiences

Zen Sitting Meditation

Experience *Zazen* practice with commentary by a chief priest of the Gyoku Sen-ji temple.



Yamabushi Ascetic Monk Training

Trek *Yamabushi* ascetic monk's training site, Mt. Haguro, wearing traditional Yamabushi costume.



Shōjin Cuisine

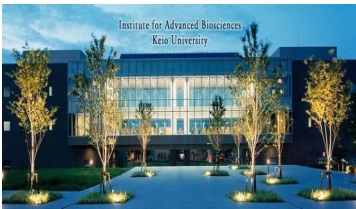
Enjoy *Shojin* Cuisine, a type of vegan cuisine introduced into Japan together with Buddhism in the sixth century.



Tsuruoka: Activities and Cultural Experiences

Keio University IAB Tour

Guided Tour a IAB as a world center for “Systems Biology” and cutting-edge Bio-ventures.



Sushi Cooking Workshop

Learn the preparation of fresh fish by his demonstration, cooking sushi by hand.



Kamo Aquarium

The aquarium has been certified in the Guinness World Records for having the largest number of jellyfish on display.



Accommodation

Suiden Terrasse Hotel*

*Hotel may be changed to the same class depending on the availability.

Suiden Terrasse Hotel was built in September 2018 and designed by Pritzker Prize-winning architect, Shigeru Ban. There are 143 guest rooms, 6 meeting rooms, hot spring and fitness center. This hotel has received a Canadian 'The Wood Design and Building Award' in 2019.

During the program in Tsuruoka, all participants will stay at Suiden Terrasse Hotel for 5 nights.



Fee

\$1,800 (including tuition, accommodation, meals)

Eligibility for Participation and Application

Eligibility:

Motivated high school, college students and working professionals.

**We believe that the class diversity with different age groups will give you the inspiration and different thinking approach which applies to all age groups.*

English proficiency

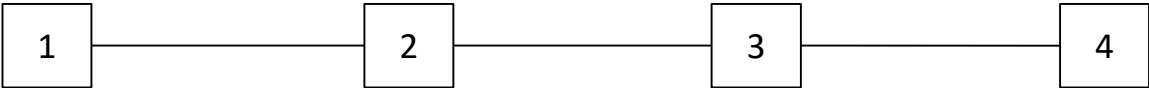
**We have a separate pre-English course for those who have a challenge in English communication. Please contact us if you wish to receive the course details at info@rise-base.com.*

Application:

- Proceed with an online application through the website "<https://www.rise-base.com/application>", fill out the form and submit. (the website will open from March 1, 2020)
- We will accept an application **on a first-come-first-served basis** so don't miss it!
- Application process starts from March 1 and close on July 31, 2020.
- Number of Participants: Up to 15 students

Process

All applications are made online and the number of participants is limited. We will accept an application on a first-come-first-served basis. Don't miss it!



Online Application
Visit www.rise-base.com/application, and fill out the form and submit. Easy step!

Payment
Designated travel agent will provide you with a payment detail by email. Please be noted that you will pay the program fee to the agent.

Pre-Departure Orientation
Details will be provided after your enrollment process completes.

Course Enrollment
Enjoy your stay in Japan! Learn essential business skills, engage in thoughtful discussion, and experience unforgettable deep Japanese culture!

Contact

Global Entrepreneurship Program Office
info@rise-base.com

- 学校案内
- 校長のメッセージ
 - 教育情報の公表
 - What is 高専?
 - 校歌・校章
 - 沿革
 - アクセスマップ
 - キャンパスマップ
 - 中期目標・計画
 - 創立50周年記念事業
 - 外部評価
 - 刊行物案内
 - 教育研究設備
 - 各センター案内
 - 事務部案内
 - 施設の利用案内
 - ドローンでの空撮映像

- 学科・専攻科
- 授業内容(シラバス)
 - 創造工学科
 - 専攻科

- 学生生活
- 行事予定表
 - 校内電子掲示板
 - 学生の体育・文化活動
 - 学生寮のご案内
 - 総合メディアセンター
 - 学生食堂
 - 保護者授業見学及び学校見学
 - コース選択支援ガイダンス
 - 入学料・授業料・諸納付金
 - 奨学金
 - 授業料免除・就学支援金制度
 - 証明書の申込・発行について
 - インフルエンザ情報
 - いじめ防止基本方針
 - 学生会の活動

- 入試情報
- 学生募集案内
 - 入学試験日程
 - 学校説明会
 - 中学生一日体験入学
 - 調査書・推薦書様式
 - 入学検定料免除・還付
 - 入学者選抜学力検査問題
 - 入学試験願書受付状況
 - 入学者選抜試験合格者

独立行政法人 国立高等専門学校機構
鶴岡工業高等専門学校
〒997-8511 山形県鶴岡市井岡字沢田104
代表 TEL : 0235-25-9014 / FAX : 0235-24-1840
休日・夜間(守衛室) TEL : 0235-25-9491

- アクセスマップ
- メールマガジン
- 個人情報保護方針
- お問合せ
- リンク集
- フィード
- コンプライアンス
- 意見箱

- 就職・進学
- 進学状況
 - 就職状況

- 教育・研究
- 教員研究紹介
 - 教員業績
 - 戦略的取り組み
 - 教育研究技術支援センター
 - 地域連携センター
 - 研究紀要
 - 鶴岡高専人財育成基金

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- 調達・採用
- 調達情報
 - 採用情報