

5 March ~ 19 March 2025

@AOTS Tokyo Kanshu Center, Tokyo Japan

The Program on Innovation Management for East Europe [EEIM]

Course Director:

Dr. Terumasa MATSUYUKI Ph.D

He is a professor at Graduate School of Project Design, and guest professor at Osaka University. He was previously associate professor at Osaka University and lecturer at Yokohama National University.

He teaches innovation, entrepreneurship and leadership. His research field is innovation and entrepreneurship and has published articles extensively in leading journals such as Technovation and International Journal of Technology Innovation Management among others. He also co-authored books on social innovation including 'Social Innovation' (Maruzen Publishing, 2011) and 'Local Community Area Principles' (LIXIL Publishing, 2012) both in Japanese.

Objective and Highlights of this course

- ✓ Participants will be able to deepen their understanding of what innovation is and why it is necessary.
- ✓ Participants will learn about the overview and process of design thinking, innovation theory, marketing theory, and by thinking about business models that go beyond the framework of existing businesses, they will be able to deepen their understanding of how to construct business hypotheses.
- ✓ Participants will have chances to plan innovative new businesses by creating business development proposals while discussing with other participants.

Contact Information:

AOTS Overseas Cooperation Group I
30-1, Senju-Azuma 1-chome, Adachi-ku,
Tokyo 120-8534, Japan

TEL : 81-3-3888-8221
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Number of participants

23 persons

Language

English

Participation Requirements

1. In principle, business owners, executives, senior and middle-level managers, and others who are willing to develop new business.
2. More than 20 years old and over.
3. Residing in eligible countries.*
4. Have sufficient working knowledge of English.

*Please check the Program Outline of EEIM for the list of eligible countries.

Fees

Participation fee will be partially subsidized by Japanese government.
Please refer to "Estimate of EEIM" for details.

Application Deadline

Arrive by **2 December 2024** in Japan

Course Schedule (Tentative)

Date	Morning	Afternoon
4 Mar. (Tue.)	(Arrival in Japan)	
5 (Wed.)	Orientation/ Opening Ceremony	LECTURE/EXERCISE: Value Creation 1
6 (Thu.)	LECTURE/EXERCISE: Value Creation 2	LECTURE: Theory of Innovation
7 (Fri.)	LECTURE/EXERCISE: Value Creation 3	LECTURE: Case Analysis of Innovation
8 (Sat.)	Day off	
9 (Sun.)	Day off	
10 (Mon.)	LECTURE: Lean Startup	WORKSHOP: Business Exchange Meeting with Japanese Companies
11 (Tue.)	LECTURE: Marketing	
12 (Wed.)	Study Tour	COMPANY VISIT: Case of Innovation in Japanese Companies
13 (Thu.)		COMPANY VISIT: Case of Innovation in Japanese Companies
14 (Fri.)		COMPANY VISIT: Case of Innovation in Japanese Companies
15 (Sat.)	Day off	
16 (Sun.)	Day off	
17 (Mon.)	LECTURE/EXERCISE: Business Model	
18 (Tue.)	LECTURE: Engineering Management and Innovation	
19 (Wed.)	Final Presentation	Closing Ceremony
20 (Thu.)	(Departure from Japan)	

AOTS Tokyo Kenshu(training) Center

The training center provides training facilities and accommodations/meals for the training participants
(Address : 1-30-1, Senju-azuma, Adachi-ku, Tokyo)



Please review the "Program Outline of EEIM" for application details.