

The Program on Business Innovation [PBI]

- Learning through the Practical Workshop -

Mon, 22 January - Wed, 31 January, 2018 at the AOTS Tokyo Kenshu Center (TKC)

Course Objectives

The Program on Business Innovation (PBI) is the training program for directors, managers/supervisors and engineers from any of the developing countries who promote innovations in their respective organizations to go through the process necessary for creating innovations practically. The curriculum of this program is designed for participants to have a simulated experience of creating innovations by working in a diversified team through practical sessions/workshops. This program aims to give participants the self-awareness and the basic actions necessary for implementing management reforms and innovating their companies in order to develop corporate competitiveness after returning to their countries.

Target Participants

Directors, managers/supervisors and engineers who are promoting innovation in their respective organizations with the responsibilities of corporate strategy, developments of new businesses or new products, production technologies, and/or marketing, in manufacturing companies and companies in the service sector. Participants could also include those who are going to create innovations in their respective organizations in the future.

Language

All lectures, visits and exercises will be conducted in English or Japanese with translation into English.

Part of the participation expenses will be covered by subsidy from the Japanese government

Course Contents

(1) Participants will deepen their understanding of viewpoints, ways of thinking, tools and processes to create innovations through the following activities:

- To seek and identify potential business opportunities (challenges) and learn how to grasp the customer's jobs-to-be-done through case studies.
- To come up with new ideas from the customer's jobs-to-be-done issue perspective, based on the specific subject.
- To draw a potential business model based on such new ideas.
- To test and brush up the initial business model (hypothesis).
- To make a presentation on the final business model.

(2) Participants will visit Japanese companies to deepen their understanding of the examples of innovations in Japanese companies as well as what efforts they have tried to create innovations.

(3) Participants will develop innovative directions and practical action plans to specify their problems/challenges in their companies/departments as well as to come up with ideas as to how to promote and implement innovations as a leader after returning to their countries, and make presentations on the final day.



Program Director

Mr. Naohiro Nishiguchi
Executive Managing Director,
Japan Innovation Network

After starting his career at the Long-Term Credit Bank of Japan, he joined the World Bank Group. Then, he moved on to serve as a worldwide partner of Mercer Ltd., and an executive officer of Innovation Network Corporation of Japan, before assuming his current position. In 2011, he took the initiative in launching and operating the Frontier Personnel Research Committee of the Japanese Ministry of Economy, Trade and Industry (METI). Then in July 2013, he joined the founding team of the Japan Innovation Network, which executes the Committee's suggestions. He has focused on overthrowing the dogma that innovations can't be created by a large company. Before becoming the executive fellow of "i. school" of the University of Tokyo, he held various committee positions with METI and the Ministry of Education, Culture, Sports, Science and Technology (MEXT). He had 8 years' business experience in the US. He graduated from the Faculty of Economics, Sophia University, and acquired an MBA from the Kellogg School of Management, Northwestern University.

Schedule (Tentative)

Date		Morning Session		Afternoon Session	
Jan. 21	(Sat.)	Arrival in Japan			
22	(Mon.)	Orientation/Opening Ceremony		Lecture & Exercise:	Innovation Workshop (1) -Guidance, Learn ways of thinking for facilitating the creations of innovations
23	(Tue.)	Lecture & Exercise:	LECTURE & EXERCISE: Innovation Workshop (2) -JTBD (Job to be done) and Business model -Develop a new business model based on a specific subject		
24	(Wed.)	Lecture & Exercise:	LECTURE & EXERCISE: Innovation Workshop (3) -Field work for testing (to be determined), Brushing up the ideas and business models -Presentation preparations		
25	(Thu.)	Lecture & Exercise:	LECTURE & EXERCISE: Innovation Workshop (4) - Pitch training - Presentation on a new business model and the review		
26	(Fri.)	Company Visit:	Case Study of Creating Innovations (1)	Company Visit:	Case Study of Creating Innovations (2)
27	(Sat.)	Day Off			
28	(Sun.)	Day Off			
29	(Mon.)	Study Tour	Company Visit:	Case Study of Creating Innovations (3)	
30	(Tue.)		Company Visit:	Case Study of Creating Innovations (4)	
31	(Wed.)	Presentation:	Final Report Presentation	Presentation:	Final Report Presentation Evaluation of the Program/Closing Ceremony
Feb.1	(Thu.)	Departure from Japan			

*The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other unavoidable reasons.

Please Visit http://www.aots.jp/jp/ikusei/management/files/17pbi_e.pdf
for the Program Outline and Participation Requirements.

Application Deadline: 7 November 2017