ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT IN JAPAN 2 credits (Spring)
日本のアントレプレナーシップと中小企業開発 2 単位 (春学期)

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Course Description:
This course is particularly useful for students who are interested in starting their own business and want to learn on different aspects of business management. This course is also suited to those involved in corporate entrepreneurship or in improving competitive positioning and transforming corporations towards value-creation.

In this course the student will learn the essential skills needed to start and manage a successful new business venture.

Upon completion of this course, student will be able to:
- Evaluate the necessary qualities and characteristics of the successful entrepreneurial profile.
- Recognize and determine the steps necessary to open and operate a small business enterprise.
- Identify the marketing, financial, leadership and other competencies needed by an entrepreneur.
- Use information, projections, logic and critical thinking to recognize an opportunity and solve small business problems in a multicultural, ethical and legal environment.
- Develop and present a Business Plan for a business in Japan.

The course primarily uses a combination of lectures, class discussions, and case analyses.

Textbooks:
There is no required textbook for this class.

Required case
“Icedelights”, by Michael J. Roberts
Revision Date: July 31, 2003; Publication Date: February 27, 1998, Product #: 898196-PDF-ENG; Length: 27 pages; Available for purchase at: http://hbsp.harvard.edu/

Reference Books:


Course Plan:
1 The Foundations of Entrepreneurship
   Readings:
   “Barriers to entrepreneurship in Japan”
   “Entrepreneurs in Japan: How to rev up Japanese startups”
   “Where are Japan’s entrepreneurs”
   “Japanese entrepreneurs face a special challenge: the wife block”
2 Conducting a Feasibility Analysis and Designing a Business Model
   Readings:
   “Who Says Shopping for Groceries Can’t Be Fun”, available online
3 Crafting a Business Plan and Building a Solid Strategic Plan
   Readings:
   “A Circus Strategy”, available online
4 Forms of Business Ownership and Buying an Existing Business
   Readings:
   “The Presentation”, available online
   “Buying Dad’s Business”, available online
   “Seller’s Remorse”, available online
5 Case Study Session 1

Reading:
“Icedelights”, by Michael J. Roberts
6 Exam on sessions 1 to 4
7 Franchising and the Entrepreneur
   Readings:
   “The Opportunity of a Lifetime”, available online
   “Staying in Bounds”, available online
8 Building a Powerful Bootstrap Marketing Plan
9 Pricing and Credit Strategies
   Readings:
   “Pricing Exercises”, available online
   “What Consumers - and Retailers - Should Know about Dynamic Pricing”
10 Creating a Successful Financial Plan
11 Exam on sessions 7 to 10
12 Managing Cash Flow
13 Business Plan Presentations
14 Business Plan Presentations

Other Review

Method of Evaluation:
Participation (10%). All students are expected to participate actively in class discussion. This includes evidence of thorough prior preparation of course materials, engaging in exercises, etc. Attendance at all session is required except in previously arranged cases/emergencies.

Group Case Study Report and Presentation (15%). In groups of 2-4, you will present the issues, options, and recommendations for the case IceDelights in a 10-minute presentation. The report will address specific questions and should be about 3 page-long.

Written Exam (2 exams, 15% each). There will be 2 written exams that will cover specified elements of the course, including the concepts, cases, exercises, and discussions

Business Plan (30%). The report will be no longer than 15 pages, single-spaced, including the executive summary and all financial statements; the business plan’s financial section will include an income statement and cash flows for the first year of the venture and an assumption list will accompany the statements. The presentation will last 30 minutes and will be followed by a Q&A session.

Questions/Comments:
If you have any questions, please contact me.
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