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Keio University Syllabus and Timetable

ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT IN JAPAN

Subtitle	ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT IN JAPAN
Lecturer(s)	MAGNIER-WATANABE, REMY
Credit(s)	2
Academic Year/Semester	2026 Spring (2nd Half)
Day/Period	Mon.1,2
Campus	Mita
Classroom	466
Class Format	Face-to-face classes (conducted mainly in-person)
Registration Number	04333
Faculty/Graduate School	INTERNATIONAL CENTER
Year Level	2, 3, 4
Grade Type	S, A, B, C, D
Course Description	A course to aim to learn on different aspects of business management, particularly for students who are interested in starting their own business.
K-Number	CIN-CO-00243-212-07

[▼ Detail](#)

Course Contents/Objectives/Teaching Method/Intended Learning Outcome

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 or another country.

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

Course Taught by Faculty Member with Professional Experience

Not applicable

Active Learning Methods [Description](#)

Presentations
Discussions, Debates
Group work
Flipped classroom
Problem-based learning

Preparatory Study

Reading assignments before each session (30 minutes to 1 hour)

Course Plan

Lesson 1

The Foundations of Entrepreneurship

Readings:

TBD

Lesson 2

Conducting a Feasibility Analysis and Designing a Business Model

Readings:

TBD

Lesson 3

Crafting a Business Plan and Building a Solid Strategic Plan

Readings:

TBD

Lesson 4

Forms of Business Ownership / Buying an Existing Business

Readings:

TBD

Lesson 5

Franchising and the Entrepreneur

Readings:

TBD

Lesson 6

Building a Powerful Bootstrap Marketing Plan

Readings:

TBD

Lesson 7

Pricing and Credit Strategies

Readings:

TBD

Lesson 8

Creating a Successful Financial Plan

Readings:

TBD

Lesson 9

Managing Cash Flow

Readings:

TBD

Lesson 10

Final exam

Lesson 11

Entrepreneur Interview Presentations

Lesson 12

Entrepreneur Interview Presentations

Lesson 13

Business Plan Presentations

Lesson 14

Business Plan Presentations

Other

Review of Business Plans

Method of Evaluation

Participation (10%)

Entrepreneur Interview Presentation (20%)

Written Examination (30%)

Business Plan Report & Presentation (40%)

Generative AI Policy for Classes

This course permits limited use of generative AI. Specifically, it may be used in the following situations.

Assistance in brainstorming and conceptualizing for a project

Supplementing the research process (students must verify the accuracy of any information themselves)

Students must also take note of the following points.

When writing reports or assignments, students are expected to think independently and AI is not allowed.

Textbooks

There is no required textbook for this class.

Reference Books

<https://www.score.org/resource/template/business-plan-template-a-startup-business>

<https://www.score.org/resource/template/financial-projections-template>

Essentials of Entrepreneurship and Small Business Management, By Norman M. Scarborough & Jeffrey R. Cornwall,

Global Edition, 9th Edition, Pearson 2019, ISBN 9781292266022

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, By Alexander Osterwalder and Yves Pigneur, Wiley, 2010, ISBN: 9780470876411

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, By Eric Ries, Crown Business, 2011, ISBN: 9780307887894

Lecturer's Comments to Students

In addition to individual work, this course requires a lot of group work.
I look forward to supporting you in crafting a business plan from start to finish!

Question/Comments

If you have any questions, please contact me.
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