

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/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 case analyses.

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”
“Working in Japan: Views on entrepreneurship and start-ups are changing”
 - 2 Conducting a Feasibility Analysis and Designing a Business Model
 - 3 Crafting a Business Plan and Building a Solid Strategic Plan
Readings:
“10 Business Models That Will Inspire You”
“The Presentation”
 - 4 Forms of Business Ownership / Buying an Existing Business
Reading:
“Buying Dad’s Business”
 - 5 Franchising and the Entrepreneur
Readings:
“The Opportunity of a Lifetime”
“Subway Got Too Big. Franchisees Paid a Price”
 - 6 Building a Powerful Bootstrap Marketing Plan
 - 7 Case-study session
Reading:
“Icedelights”
 - 8 Pricing and Credit Strategies
Readings:
“Pricing Exercises”
“What Consumers - and Retailers - Should Know about Dynamic Pricing”
 - 9 Creating a Successful Financial Plan
 - 10 Managing Cash Flow
 - 11 Final exam
 - 12 Business Plan Presentations
 - 13 Business Plan Presentations
- Other Review

Method of Evaluation:

Participation (20%). 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.

Written Exam (40%). There will be a written exam that will cover specified elements of the course, including the concepts, cases, exercises, and discussions.

Business Plan (40%). 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.

Textbooks:

There is no required textbook for this class.

Reference Books:

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

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

Essentials of Entrepreneurship and Small Business Management, By Norman M. Scarborough, Global Edition, 8th Edition, Pearson Education - Prentice Hall, 2016, ISBN 9781292094861

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

Questions/Comments:

If you have any questions, please contact me.

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