

《集中セミナー受講生募集》

GTEP ーグローバル起業家育成プログラムー

主催：京都大学経営管理大学院、同志社大学 技術・企業・国際競争力研究センター

開催日時：

前半プログラム

2015年1月9日（金）20時30分（オリエンテーション講義は18時～）
～ 11日（日）15時（2泊3日）

開催場所：関西セミナーハウス（<http://kansai-seminarhouse.com/>）

後半プログラム

2015年3月7日（土）9時 ～ 8日（日）17時（1泊2日）

開催場所：和順会館（<http://www.wajun-kaikan.jp/>）

- 申込先：こちらのフォーム（<http://goo.gl/forms/GHGiabE0UF>）よりご応募ください。
選考方法：書類審査（申込フォームに入力された志望動機により精査します。また、2015年3月7日～8日に開催される後半プログラムにも参加可能の方を優先して選抜する場合があります。）
- 応募締め切：12月29日（月）（当初締切25日を追加延長）
- 合格発表：12月30日（火）（当初予定29日を延長）メールにて合格者に通知。
- 募集人数：30名
- 対象：大学院生・若手研究者（社会人含む）
※平成26年4月1日時点で37歳以下であること
- 参加費：無料
- お問い合わせ先：
京都大学 GTEP プログラム事務局（info-gtep@saci.kyoto-u.ac.jp）
同志社大学 技術・企業・国際競争力研究センター（ITEC）（itec@doshisha-u.jp）
京都大学 GTEP ウェブサイト（<http://www.gsm.kyoto-u.ac.jp/gtep/>）
同志社大学 ITEC ウェブサイト（<http://www.itec.doshisha-u.jp/j/>）

後援：京都市

協力：京都大学産官学連携本部イノベーション・マネジメント・サイエンス研究部門
京都大学大学院医学研究科・医学部

- ◆ GTEP は平成 26 年度文部科学省のグローバルアントレプレナーシップ育成促進事業（EDGE プログラム）として実施するものです。

【セミナー内容】

高度な専門知識を有する人材が、これからの社会において活躍の場を広げるために必要な、リーダーシップ、オープン・イノベーション、アントレプレナーシップなどのトピックについて、短期間で基礎知識を得ることのできるプログラム。イノベーション・マネジメントについての日本語講義に加え、トピックごとに世界的な定評のある講師・研究者を招聘し、1月と3月の2回の週末を使って集中講義形式で開催する。

【講義内容・担当教員（前半プログラム）】

『イノベーション・エコシステム』



梶山泰生（京都大学経営管理大学院教授）

東京大学法学部、東京大学大学院経済学研究科修士、同博士後期課程修了。博士（経済学）。ソニー株式会社、東京大学大学院経済学研究科助手、京都大学大学院経済学研究科助教授などを経て、現職。

【講義内容】

各アクターがイノベーション戦略を考える際には、単一の企業レベルの分析だけではなく、価値の創出に関わるアクター間の相互依存関係や相互連結関係を検討することが有用になってくる。また、そのような相互依存関係の中で、イノベーションに必要な知識の創造や移転、あるいはリスクを負担する仕組みを構築する必要がある。このような状況から、近年はイノベーションをエコシステムという観点から理解するという考え方が普及してきている。この講義では、このエコシステムのマネジメントという枠組みを次の二つに分けて学習する。

1. イノベーション・エコシステムの理解

まず、エコシステムにおいて、企業間のイノベーションが相互依存している構造について学ぶ。相互依存している状況では、企業単独でイノベーションをうまく実施するだけでは成功することはできない。相互依存している他のプレイヤーのイノベーションとの関係を調整したり、イノベーションを採用する関連企業との関係を調整することが必要になる。これらの観点について学び、イノベーション・エコシステムに関する総合的な理解を深める。

2. エコシステムでの戦略

イノベーションが他のプレイヤーとの相互依存関係にあることを前提にした上で、どのような戦略が可能になるのかを検討する必要がある。プレイヤーが取りうる戦略として、エコシステムの全体像の提案や、役割とポジショニングの明確化とそこでの戦術、さらには参入のタイミングなどについて学ぶ。

『アントレプレナーシップ入門／Basics of entrepreneurship』



Dr. Hugh Whittaker (University of Oxford)

Ph.D., London University, Imperial College. He has taught at the University of Cambridge and later went on to assist in the establishment of the Doshisha Business School. He has also held the position of editor of the Cambridge Journal of Economics

【講義内容】

Session 2a What is an opportunity?

This initial session explores a key issue in entrepreneurship; the nature of opportunities. It introduces ‘effectual’ and ‘causal’ approaches to entrepreneurship through thought experiments, and focuses on opportunities as created rather than discovered. A short case in two parts is used.

Session 2b Ideation

The ideation session focuses on ensuring a fit between customer profile and the value proposition, also known as the product-market-fit. The main mode of learning is experimental; a short presentation followed by a group exercise, which encourages participants to think carefully about product-market-fit; customer segments; and potentially beachhead markets. Encouraging experimentation and play, it also highlights the need to respond to emerging circumstances, which are common in new startups.

Session 3a Lean startup

This session explores startup methodology, and reducing the market risk of new value creation. It draws attention to the inherent assumptions in the business model and focuses on ways how to test them, encouraging a step-by-step approach to market and customer validation. The focus is on lean (cheap) learning: How can I design cheap and quick experiments that provide me with some fundamental insight about key assumptions in my idea? Do I persevere, or do I change my approach?

Session 3b Discussion

This session will consolidate the learnings of the previous sessions through discussion. Where appropriate, more contextual knowledge may be introduced which will help to frame the significance of entrepreneurship and its promotion from a comparative perspective. As the final session of the day, it will be relatively informal.

『オープン・イノベーション／open innovation』



Dr. Tim Minshall (IfM, University of Cambridge)

PhD in Engineering Department, Cambridge University. Prior to joining the University of Cambridge, he worked as an engineer, teacher, consultant, freelance writer and project manager in the UK, Japan and Australia.

【講義内容】

Session 1: Creating and capturing value - Designing the business model and accessing resources

Aims: To understand (A) the range of possible business models that can be used to create and capture value from technology, and the relative strengths and weaknesses of each; (B) the range of funding options available to support the implementation of different business models, and the relative strengths and weaknesses of each; and (C) the interactions between the choice of business model and the availability of resources, and the dynamic and context-specific nature of the interaction between them.

Session 2: Open innovation - Working in collaboration to get your idea to market

Aim: To understand (A) the dimensions (what it is) and drivers (why it is so common now) of open innovation; (B) the challenges of implementing open innovation from the perspectives of start-ups, small and medium sized, firms, large firms and universities; and (C) examples of good practices for open innovation in terms of structures, processes, metrics and location.

『事業創成／strategy for innovation』



孫 徳峰 (京都大学 経営管理大学院助教)

中央財経大学大学院経済学研究科修士、京都大学大学院経済学研究科修士。
京都大学大学院経済学研究科博士後期課程研究指導認定退学。

【講義内容】

事業の創造・成長に焦点を当てた経営学の日本語講義で、全体の入門的な位置づけの授業であ

る。主に経営戦略の分野から必要な、イノベーションやアントレプレナーに関連した内容を厳選し、経営学の基本的な知識を効率よく学ぶ。GTEP に参加する様々なバックグラウンドの受講者に、他の講義や実践教育に参加するためのベースとなる共通の概念枠組みを学んでもらうのが狙いである。具体的には、イノベーションと競争環境の分析のフレームワーク、知的財産などの企業の経営資源と競争優位との関係などの議論をカバーする予定である。

【講義内容・担当教員（後半プログラム）】

『デザインシンキング／Design Thinking』



Sara Beckman (Earl F. Cheit Faculty Fellow, Chief Learning Officer, Jacobs Institute of Design Innovation, College of Engineering, University of California, Berkeley)

BS with Distinction, Industrial Engineering, Stanford University

MS, Industrial Engineering and Engineering Management, Stanford University

MS, Statistics, Stanford University

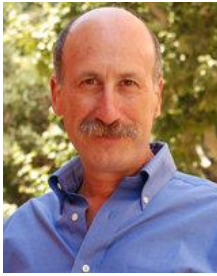
PhD, Industrial Engineering and Engineering Management, Stanford University

【講義内容】

Technology is changing at an increasingly rapid pace, turning entire industries such as transportation, education and healthcare on their heads. At the same time, consumer expectations for the experiences companies are providing are escalating. Together these trends are creating a world in which traditional linear thinking – e.g., what comes after the PC? – is no longer valid. The complex problems these changes imply require different approaches to framing and solving problems, and the ability to work collaboratively while applying those approaches.

In this session we draw your attention to the ways in which you frame and solve problems today, and introduce you to a set of options you might consider using to frame and solve problems in the future. We'll focus on developing your skills in four areas: observation, framing and reframing, diverging and converging and rapid experimentation. In each, we'll provide a variety of tools or methods –conducting dialogue to understand others, using metaphors for concept generation, telling stories to test ideas --for you to try, and we'll have you apply them in teams to real issues. The session draws upon the mindset of design thinking, while also tapping the skillsets and toolsets associated with critical thinking and systems thinking.

『リーダーシップ/Leadership 』



**Sanford Jacoby (Howard Noble Professor of Management,
Vice Chairman, UCLA, Anderson School of Management)**

Ph.D. Economics, 1981, UC Berkeley

A.B. Economics, 1974, University of Pennsylvania

【講義内容】

In this course, students learn the basic theoretical literature on leadership, including its psychological dimensions. These ideas will be applied to leadership tasks that students will face in their careers, such as building networks and influencing others.

1. Introduction to Leadership.

Objective: To understand the basic elements of leadership from research and practical perspectives and to analyze the role of personality and the interaction of different personality types. The lecture covers the basic concepts of leadership: what leaders do; personality traits; leadership skills; ethics.

2. Leadership Style:

Objective: To understand different leadership styles, when to use them, and what is your own leadership style.

The lecture introduces students to the concept of emotional intelligence and how it relates to leadership style. They will bring with them the results of a short questionnaire (distributed ahead of time) to be used to understand their own leadership style.

3. Influence Strategies: 1 hour

Objective: To understand different methods to influence the people around you. We will do this through observation of an influence situation and through self-analysis.

Influencing and persuading others are key skills necessary for leadership. Students will learn about different strategies and their own influence style. We will also discuss how to influence people who are above you, using active listening skills and social awareness. Again, a brief questionnaire will be distributed ahead of time.

4. Relational Style:

Objective: To strengthen relationships and reduce conflict by understanding what drives you and what drives others.

A questionnaire distributed at the end of Day 1 and will form the basis of a lecture on how people with different relational styles interact with each other, the problems this creates, and how to have a more productive relationship with the people around you.

5. Entrepreneurial Networks

Objective: Understand how social networks and social capital are related to your ability to succeed. How networks operate and how you can make them work for you.

This lecture will introduce students to the use of networks for entrepreneurial purposes, how they are different from closed networks, and the benefits that they may bring. It draws on ideas from the literature on reciprocity and persuasion.

『ベンチャーファイナンス/Venture finance』



Mark Kierlanczyk (Chief Business Intelligence Officer for PetPlus.com, Previous work: Founder & CEO of Copernicus, Director of Research and Analysis at Aon, VP at Goldman Sachs)

PhD Mathematics - MIT

【講義内容】

Title: Start-Ups, Venture Capital, and You

Every start-up needs money. Your friends, family, professors, business colleagues, start-up incubators, members on crowd-sourcing websites, angel investors and venture capitalist both in Japan and the USA would be glad to invest in start-ups so long as the vision is big, they understand your operating space, they are impressed by what you have achieved so far, and reaching your further goals looks like a possibility with the ultimate rewards being attractive.

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The purpose of this module is to provide a practical introduction on how to start a technology company with a large emphasis placed on teaching students how to acquire the above-mentioned forms of venture capital. This class will outline the practical process of raising venture capital in exchange for some of your start-up's equity.

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Participants will be divided into small teams and will pitch their ideas in class to the

lecturer, who will play the role of venture capitalist. Students will not only learn how to raise capital and fund their start-ups but will also learn the personal skills necessary for navigating and managing the often difficult and stressful aspects of starting a business. Your lecturer will happily assist you through the class and will continue to be available as a resource after the module is finished to provide assistance, advice, and any insights to aid you in your ventures.