

QREC Second Semester Intensive Course

Global Seminar in English

“Entrepreneurs can change the world.”

After taking this program, you will have cultivated the confidence to take entrepreneurial action.

Everything we have by way of modern convenience and technology was enabled directly or indirectly by an entrepreneurial process/endeavor...

The main objective of this 3-day program is to introduce students to the world of entrepreneurship, and explore series of questions in the world of entrepreneurship.

- What is entrepreneurship?
- Who is an entrepreneur?
- Are you?
- How do you generate ideas?
- How do you evaluate an opportunity?
- What does it take to become a successful entrepreneur?
- What if you fail?

The experience will give you exposure to how Babson's entrepreneurial education addresses the questions above. We examine these inquiries through a combination of theory and practice.

You will explore the method of entrepreneurial thought and action, various idea generation techniques, the importance of leadership, and most importantly, ways to understand themselves.

Date: 22 (Sat), 23 (Sun) & 24 (Mon) September, 2018

Place: Silicon Valley Room, Common Facility 1, Kyushu University Ito campus

Language: English

☆☆受講生大募集!☆☆

QREC集中講義「Global Seminar in English」は、バブソン大学より山川博士を招聘し、

アントレプレナーシップの”Theory & Practice”を実践的に学べます。

授業は英語を基本としますが、質問などは日本語を使っても大丈夫です。

バブソン大学ならではの魅力的な授業が受けられるチャンスです！ぜひご参加ください。



Dr. Yasuhiro Yamakawa

Dr. Yamakawa is an Associate Professor of Entrepreneurship at Babson College. He comes from a multi-cultural background having lived in eight countries around the world. He received his Bachelor of Laws from Keio University, M.B.A. in Strategic Management from the Peter F. Drucker Graduate School of Management, and Ph.D. in International Management Studies at the University of Texas at Dallas.



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AGENDA

Day 1 9/22/2018 (Sat) 9am-5pm

Session 1. What is Entrepreneurship/ET&A? Introducing classic and emerging concepts in the world of Entrepreneurship – theory and practice.

Session 2. Where do we start: (1) self-understanding as primary driver for effective entrepreneurship, (2) problem-driven approach to entrepreneurial endeavors, and (3) creativity.

Housekeeping: Overview of 3-day program, assignments/instructions.

Preparation and assignment due for day 1: None.

Day 2 9/23/2018 (Sun) 9am-5pm

Session 3. Entrepreneurial leadership: (1) understanding your behavioural styles, and (2) importance of followership in creating a movement/momentum.

Session 4. Intro to idea generation – (1) mind dumping and (2) design thinking as process to innovation.

Session 5. Opportunity evaluation (tools and frameworks).

Preparation for day 2: Read (1) “Design Thinking” (2008) by Tim Brown, Harvard Business Review, 86(6), 84-92, and (2) “The Timmons Model of the Entrepreneurial Process” (2006) by Stephen Spinelli, Heidi Neck, and Jeffry Timmons, in “The Engine of Growth” by Andrew Zacharakis and Stephen Spinelli.

Assignment due for day 2: Report out of (observed/identified) problems.

Day 3 9/24/2018 (Mon) 9am-5pm

Session 6. The art of pitching: Conceptual understanding of what a pitch is and how it is delivered effectively based on research findings (1) the hook and (2) ethos pathos logos.

Session 7. The missing block of entrepreneurship education: What have we not covered?

Session 8. Rocket pitches: Students’ turn to present!

Session 9. Recent topic TBD (e.g., Venture Café Tokyo/CIC).

Session 10. Office hour (individual mentoring) then concluding remarks – summarizing the key take-aways.

Preparation and assignment due for day 3: Rocket pitch!