

English

QREC

ANNUAL REPORT 2013-14



KYUSHU
UNIVERSITY

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ROBERT T. HUANG ENTREPRENEURSHIP CENTER OF KYUSHU UNIVERSITY



Dr. Robert T. Huang

ANNUAL REPORT 2013-14

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In order for Kyushu University to produce future global leaders who challenge themselves to make their dreams into reality, QREC strives to be one of the top entrepreneurship centers in Asia.

Toru Tanigawa

Director General, Robert T. Huang Entrepreneurship Center of Kyushu University (QREC)
Professor & Deputy Director General, Arts, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC)



The Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) is an education and research center that aims to nurture entrepreneurs in a variety of fields. In addition to advancing traditional for-profit types of venture firms, the Center also aims to promote entrepreneurship in a diverse range of formats including initiatives aimed at resolving social issues and the establishment of new businesses at existing large companies as well as creating new values at academic and public institutions. This means that the Center is to help students realize their own dreams, turning out a substantial number of business leaders who are ready to make their respective marks in the business world and society at large. The purpose above also aligns with the goal of our nation to foster innovative human resources.

In 2013, the third year after it opened for instruction, the Center held entrepreneurship-related lectures on 24 subjects, including lectures on six new subjects added that year. The Center offers consistent, systematic entrepreneurship education for students throughout Kyushu University, from first-year undergraduates in every school to doctoral degree candidates in graduate school. The unique education provided here has received very positive evaluations from students, and the number of participants in 2013 rose to 602 (number of regularly enrolled students), an increase of nearly 20% over the previous academic year. The cumulative number of participants now stands at 1,418 students in the three years since 2011, the year the course was first offered.

In terms of course operation, the Center is further expanding its two-way courses, which include generous amounts of workshops, group discussions, and so on. Over 70 business professionals have also been invited as guest lecturers to provide a sense of what real business is like. The Center has also greatly advanced its collaboration with other influential universities that aim for human resource development for innovation, as well as collaboration with other departments within the university. In its aim of achieving high-quality education, therefore, the Center's efforts are producing results. In addition to formal lectures, the Center has implemented numerous innovative educational projects. These include workshops incorporating design thinking that has recently attracted attention, projects to provide experience in business startups, international symposiums, and so on. Some of these events were also intended for local residents, and the Center has therefore been able to have a significant impact on students and local residents.

The Center not only provides an education in entrepreneurship as an organization it is also a place for reformers and challengers (i.e., entrepreneurs) who are ready to meet head-on the challenges of developing and introducing new educational methodology.

It is my sincere desire that this report allows the leaders to more fully understand the Center's activities. I also hope that you will share your opinions and suggestions with us. Entrepreneurship education develops human resources possessing active imaginations that will open the way to the future. Thank you for your continued support and cooperation.



※QREC:Kyushu University Robert T.Huang Entrepreneurship Center

1 An Overview of QREC

Background ➤

The Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) grew out of a donation made to commemorate the centennial anniversary of Kyushu University by Dr. Robert T. Huang, a prominent alumnus of the university who has achieved significant success in the United States. That donation led to a drastic reorganization and reconstruction of the university's former Venture Business Laboratory and the establishment of the Center in December 2010 as a full-scale entrepreneurship education and research center. The Center was established against the background of Japan's growing need for education to develop human resources that will take on the challenge of creating new values (entrepreneurship education), education in management of technology (MOT) that shows students how they can transfer their research results and technologies to society, and education for development of global human resources. Kyushu University therefore established the Center and positioned it as an important systematic initiative for addressing these issues.

QREC focuses on the following six activities

QREC provides both undergraduate and graduate students at Kyushu University with systematic, pragmatic, and interdisciplinary education concerning entrepreneurship, while carrying out R & D activities on entrepreneurship in collaboration with leading national and international universities and research institutes that are highly recognized in terms of entrepreneurship education.

- 1 Providing all students in Kyushu University with advanced and systematic education concerning entrepreneurship
- 2 Conducting research on entrepreneurship and effective methods of entrepreneurship education
- 3 Carrying out social and regional entrepreneurship activities in collaboration with the community
- 4 Disseminating information on entrepreneurship, and carrying out exchange activities with domestic and overseas institutes to promote closer collaboration
- 5 Assisting with R & D activities concerning venture businesses
- 6 Operating and managing business incubation facilities

Through these efforts, QREC aims to achieve our objectives, which include leadership development at Kyushu University, further internationalization and effective branding of Kyushu University, and the enhancement of social cohesion by promoting industry-academia collaboration.

Activities ➤

Developing future leaders who will play active roles in the global arena

QREC provides students at Kyushu University with a leading entrepreneurship education that will produce future entrepreneurial leaders who can spread their wings internationally, and with a sense of independence and ambition, a global point of view, and a willingness to actively create new values.

QREC strives to develop talented individuals who will challenge themselves to not only start new ventures but also create new values in a large company, in academia, and in any other field in society.

QREC serves as a hub for the nurturing of entrepreneurship in our region.

[The Talents We Foster]

- The ability to discover and/or create an opportunity by one's self, to set one's goals and to find the path to achieve them
- The willingness to challenge one's self to create new values
- A sense of independence
- The knowledge and ability to observe society and the world from a broader point of view ("T-shaped people", "Global talent")
- The motivation to utilize knowledge in society, as well as the ability to create practical value ("MOT people")

Our Mission ➤

Our Strength ➤

Systematic entrepreneurship education intended for both undergraduate and graduate students

QREC is Japan's first institute to offer systematic and integrated entrepreneurship education programs for students from both undergraduate and graduate school.

A combination of entrepreneurship education and MOT education

QREC gives a broader definition to "entrepreneurship education", and offers comprehensive education programs with the aim of producing future leaders.

Practical approach to industry-academia collaboration

QREC encourages students to participate in international student organizations for networking purposes, while promoting interactive and student-participation programs. QREC uses the case study method to offer practical, hands-on training. QREC asks industries for their active participation in providing human resources and opportunities for practical training programs.

Interdisciplinary education programs, Students from diverse backgrounds

QREC sets up and runs education programs jointly with other departments and schools of Kyushu University, including the Graduate School of Engineering, Graduate School of Information Science and Electrical Engineering, Graduate School of Bioenvironmental Science, Graduate School of Design, and the 21st Century Program. QREC promotes interdisciplinary projects, and encourages students who come from diverse backgrounds to learn and work together.

Global perspectives

In collaboration with leading international universities and institutions, QREC ensures opportunities for people to interact with the best resources available overseas. QREC also encourages foreign students to take an active part in QREC programs, and promotes collaboration with the International School of Arts and Sciences of Kyushu University (a new department in the planning stage), so that it can teach students to acquire global perspectives.

Responding to today's need

QREC responds to today's diverse new trends, such as businesses in emerging markets and social entrepreneurship.

Our Goal ➤

The Types of Entrepreneurs that QREC Develops

Global

QREC is building its network with universities and industries in the United States, Europe, Asia, and other parts of the world. In doing so, QREC aims to design a curriculum that meets international standards, while actively promoting international exchange activities for students and faculty members. Additionally, QREC encourages foreign students to take an active part in QREC programs. Their participation brings diversity to the learning environment at QREC.

Practical

The courses QREC offers to students are not limited to classroom lectures. The curricula of QREC include case study analyses, lectures by invited active entrepreneurs, Project Based Learning, and interactive discussions. In this way, QREC provides students with a practical, dynamic, and interdisciplinary education. Moreover, in cooperation with industry, QREC holds lectures jointly with its partner companies, and promotes internship programs.

Design

In order to produce new social value, we need to find and identify the problems, and then "design" how we solve them. Enhancing a person's ability to design and generate an idea will help that person fulfill a personal dream, and QREC aims at developing each student's ability to design.

QREC aims to be an internationally competitive and unique organization that trains students to respond to present-day challenges such as business in emerging countries and social business. QREC strives to be one of the top full-fledged entrepreneurship education and research centers not only in Kyushu and Japan, but also in Asia.

- Venture capitalists
- Social entrepreneurs
- Individuals who implement new businesses at major corporations
- New policy planners and implementers at public institutions
- Innovative university researchers

2 History

Year of Establishment/ Commencement	Organization/Program	
1996/4	● Establishment of the Venture Business Laboratory (VBL) *Predecessor of QREC	VBL was established by an allocation in the 1995 government budget that covered “Expenses For Promotion of Creative Research and Development Centered Around Graduate Schools,” with the purpose of carrying out creative and advanced interdisciplinary studies, as well as to support research projects that nurture young entrepreneurs.
1997	● Commencement of Challenge & Creation (C&C)	The C&C was initiated as a university-wide project (idea competition) subsidized by the President’s discretionary expense fund.
2004	● Commencement of Entrepreneur Seminars (now Entrepreneurship Seminars)	The seminars were planned as interdisciplinary entrepreneurship education programs and conducted with invitations for entrepreneurs from throughout Japan and overseas to participate.
2006	● Commencement of Kyushu University Robert T. Huang Entrepreneurship Program (QREP)	QREP is an entrepreneurship program conducted each year in Silicon Valley in the United States with the aim to cultivate a willingness to take on challenge and to foster global awareness.
2007	● Commencement of use of joint-use facilities	VBL started to make available the joint-use facilities at EC Bldg. for use by researchers of Kyushu University (faculty members, postdoctoral fellows, research students, and students), all those who aimed to start businesses based on their research results, and newly created companies.
2008	● Commencement of Academic Challenge (AC)	In order to develop the research ideas of students in the embryonic stage for future innovation, AC provides students with an opportunity to generate their original ideas, engage in serious research, and express their creativity and adaptable thought processes.
2010/12	● Establishment of the Robert T. Huang Entrepreneurship Center of Kyushu University	With a substantial donation to commemorate the centennial anniversary of Kyushu University by Dr. Robert T. Huang, a prominent university alumnus, the Venture Business Laboratory was fundamentally reorganized and restructured into QREC.
2011/1	● Holding of a symposium to commemorate the establishment of QREC	The symposium was held at Inamori Hall on the Kyushu University Ito Campus, and congratulatory messages were received from John Victor Roos (former United States’ Ambassador to Japan), the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Economy, Trade and Industry, and others. A panel discussion was conducted on the theme of “Can Entrepreneurs Be Taught? The Challenge for Universities”.
2011/4	● Commencement of formal lectures (16 subjects initially)	University-wide education; graduate school common subjects; the lectures have expanded to 29 subjects as of 2014.
2012/9	● Holding of the National VBL Forum	VBL forum held in Fukuoka for 45 universities nationwide with QREC as the host.
2013/6	● QREC's educational initiatives are mentioned in the 2013 White Paper on Science and Technology	Mentioned as a good example of an organization developing human resources for science, technology and innovation.
	● Students taught by QREC instructor win a business plan competition in America	A student group in the Department of Hydrogen Energy Systems, Graduate School of Engineering, supervised by Associate Professor Megumi Takata won the Grand Prize in the “Hydrogen Student Design Contest 2013” organized by the United States Department of Energy (DOE).
2013/9	● Holding of a 3-day International Workshop on Entrepreneurship Education	A first-time experiment for QREC, the three-day international workshop on entrepreneurship education (Language: English) was held in Fukuoka, bringing together educators and participants from 11 countries. *International Workshop on Entrepreneurship Education (IWEE)

3 Organization

QREC Core Faculty members



Professor Toru Tanigawa
Director General, Robert T. Huang Entrepreneurship Center
Deputy Director General, Arts, Science and Technology Center for Cooperative Research
●Field of specialization: Regional economic policy, entrepreneurship, industry-university Cooperation



Associate Professor Shingo Igarashi
Deputy Director General, Robert T. Huang Entrepreneurship Center
●Field of specialization: Entrepreneurship, management strategy theory



Associate Professor Hironobu Tamaki
Adviser to the Director General, Robert T. Huang Entrepreneurship Center
●Field of specialization: Start-ups, venture management



Associate Professor Emi Makino
Adviser to the Director General, Robert T. Huang Entrepreneurship Center, Education Center for Global Leaders in Molecular Systems for Devices
●Field of specialization: Management strategy theory, organizational development, social systems theory, flow theory, entrepreneur education



Associate Professor Megumi Takata
Department of Business and Technology Management, Faculty of Economics
●Field of specialization: Industry-university collaborative management, management of technology (MOT), entrepreneurship



Associate Professor Ei Shu
Department of Business and Technology Management, Faculty of Economics
●Field of specialization: Innovation management



Associate Professor Yasuyuki Hirai
Department of Design Strategy, Faculty of Design
●Field of specialization: Inclusive design, design thinking, living space design

(As of March 2014)

QREC Lecturers

(Part-Time Lecturers)



Art, Science and Technology Center for Cooperative Research, Kyushu University
Professor Hirofumi Taniguchi



Graduate School of Commerce and Business School, Waseda University
Professor Hironori Higashide



Assistant Dean, Management Studies Department, Ritsumeikan University
Professor Masaki Kuroki



Graduate School for Management Studies, Osaka City University
Associate Professor Jin-ichiro Yamada

(Visiting Professors)



President, 3Rock KK
Mr. Jeffrey B. Schnack



President and Chairperson of the Industry-Academia Collaboration Initiative, a Nonprofit Organization
Professor Ken Senoh



Nomura Research Institute, Ltd., Consulting Division, Senior Corporate Managing Director
Mr. Shingo Konomoto

(As of March 2014)

QREC Steering Committee Members

Yuji Hakoda
Dean, Graduate School of Human-Environment Studies

Sunao Yamada
Dean, Graduate School of Engineering

Shinichi Ishimura
(Until September 30, 2013)
Akira Yasukouchi
(From October 1, 2013 to the present)
Dean, Graduate School of Design

Kazuaki Hiramatsu
Dean, Graduate School of Bioresource and Bioenvironmental Sciences

Mitsuo Katano
Dean, Graduate School of Medical Sciences

Taku Hiramatsu
Director, Department of Business and Technology Management, Graduate School of Economics

Masato Wakayama
Executive Vice Dean, Faculty of Arts and Science

Toru Tanigawa
Director General, QREC

Shingo Igarashi
Deputy Director General, QREC

QREC Advisory Committee Members

(Professional titles omitted)

Dr. Robert T. Huang
Founder of SYNEX Corporation
Chairman of SYNEX Infotec Corporation
ThreePro Group Inc. Chairman
Honorary Doctor of Kyushu University

Dr. Shuichi Matsuda
Chairman, WERU INVESTMENT Co., Ltd.
Director (Former President), The Japan Academic Society for Ventures and Entrepreneurship
Professor Emeritus, Doctor of Commercial Science of Waseda University

Dr. Richard B. Dasher
School of Engineering, Stanford University
Director, Consulting Professor US-Asia Technology Management Center

Koichiro Nakamura
Representative of Japan, Kauffman Fellows Program
Managing Director, Sozo Ventures

Hirokazu Hasegawa
Chairman, Japan New Business Conference Associations
Chairman & CEO, HASEGAWA Co., Ltd.

Allen Miner
Chairman & CEO, Sun Bridge Group.
First generation representative of Oracle Japan

Yasuyuki Abe
Head of Corporate Planning & Coordination Group, Senior Managing Executive Officer, Sumitomo Corporation

Mariko Takahashi
Senior Staff Writer, Science and Medical News Section The Asahi Shimbun

Shuhei Morofuji
President, SMS Co., Ltd.



QREC Three-day International Workshop on Entrepreneurship Education (IWEE)

Sharing Good Practices of Entrepreneurship Education from around the World
—A Search for Educational Models that Create Innovation and Realize Young Peoples' Dreams—

The three-day International Workshop on Entrepreneurship Education (IWEE) was held in September. The purpose of the workshop was for educators from countries around the world to bring their experience to the discussions of such topics as entrepreneurship education methods and materials and the image of the kind of entrepreneur to be cultivated, deepening their understanding of the direction in which entrepreneurship education should head in future.

- ◆ Date: September 4 (Wed.)-6 (Fri.), 2013 (3 days)
- ◆ Venue: Hooh-no-ma Banquet Room, 2F, Nishitetsu Grand Hotel
- ◆ Participants: 54 people (primarily entrepreneurship educators and others related to this field)
- ◆ Language: English (no simultaneous interpretation)
- ◆ Sponsors: The Japan Academic Society for Ventures and Entrepreneurs (JASVE), Fukuoka City, Fukuoka Prefecture, Consulate of the United States Fukuoka, and others

A rich array of international guests

We welcomed participants from various countries and regions around the world.

United States | Indonesia | Thailand | Finland | Germany | Malaysia | China | Singapore | Taiwan | Bangladesh | Japan



[Program Day 1: September 4 (Wed.)]

From Motivation and Idea Generation to Value Creation

Opening Address

Toru Tanigawa
Director General, Robert T. Huang Entrepreneurship Center
Professor & Deputy Director General, Arts, Science and Technology Center for Cooperative

Keynote Address

Prospects for entrepreneurship education
—Reflections from a life of entrepreneurship—

Dr. Robert T. Huang
Founder & Former Chairman, Synnex Corporation; Chairman, ThreePro Group Inc.

Workshop I

Entrepreneurship Education at NUS
—Developing innovative young leaders for the knowledge economy at NUS—

Dr. Poh Kam Wong
Professor, Director of the Entrepreneurship Center, National University of Singapore (NUS)

Case Study I

How can technologies developed at universities contribute to BOP countries?
—The challenge of university-led social business—

Dr. Ashir Ahmed
Associate Professor, Department of Advanced Information Technology, Kyushu University
Director of the Global Communication Center Project, Grameen Communications

Workshop II

Impact of design thinking education
—Case of d.school, Stanford University—

Mr. Sungene Ryang
Managing Director, IDEO East Asia

Workshop III

Importance of design thinking for creating innovation in business

Dr. Peter McGrory
Professor, International Design Business Management (IDBM), Aalto University, Finland



[Program Day 2: September 5 (Thu.)]

From Knowledge and Methodology to Taking Action

Workshop IV

University business incubators and their role in entrepreneurship education

Dr. Ching Yao Huang
Professor, Department of Electronics Engineering,
National Chiao Tung University (NCTU)
Director, Center of Industry Accelerator and Patent Strategy, NCTU
Chairman, Chinese Business Incubation Association
Assistant Vice President, Association of University Technology Managers (AUTM)

Workshop V

How to utilize and develop business plan contests for entrepreneurship education
—Case of the University of Tokyo—

Dr. Shigeo Kagami
Professor, the University of Tokyo
General Manager, Office of Science Entrepreneurship and Enterprise Development

Workshop VI

The goal of See-D Contest, Japan
—Technology and entrepreneurship for developing countries for problem solving and needs fulfillment—

Dr. Ken Endo
Associate Researcher, Sony Computer Science Laboratories; Representative,
See-D ; Former Managing Director, D-Leg; Lecturer, MIT D-lab

Case Study II

From Idea to Business in 54 Hours
—The Impact of Startup Weekend for entrepreneurship education—

Mr. Daniel Bartel
Organizer, Startup Weekend Dusseldorf

Workshop VII

Entrepreneurship education at QREC, Kyushu University
—From awareness to real value creation—

Shingo Igarashi
Associate Professor and Deputy Director General,
Robert T. Huang Entrepreneurship Center



[Program Day 3: September 6 (Fri.)]

Summary and Discussion of Current Situation

Panel Discussion

- Theme/Entrepreneurship Education 3.0
—How does entrepreneurship education realize innovation in each country or region—
- Panelists/Dr. Shigeo Kagami Mr. Suatragool Khowinji Dr. Asep Mulyana SEMCE Ms. Lay Cheng Tan
- Moderator/Toru Tanigawa, Director General, QREC

On the conclusion of IWEE

- With regard to the form of entrepreneurship education, an exchange of opinions between educators from around the world was achieved and awareness of the form entrepreneurship education should take in the future was shared.
- We were able to disseminate QREC's entrepreneurship activities to the world, raising the visibility of QREC.
- IWEE led to strengthening of ties with UNESCO and the field for entrepreneurship human resources training expanded.

4 2013 Topics (Specialty Lectures)

Learn Design Thinking, Nurture an Entrepreneurial Spirit

“Design Thinking”

Lectures were developed jointly by QREC, which specializes in entrepreneurship education, and the Kyushu University Graduate School of Design, which specializes in design research and education. This is a unique program at Kyushu University for developing innovative human resources.

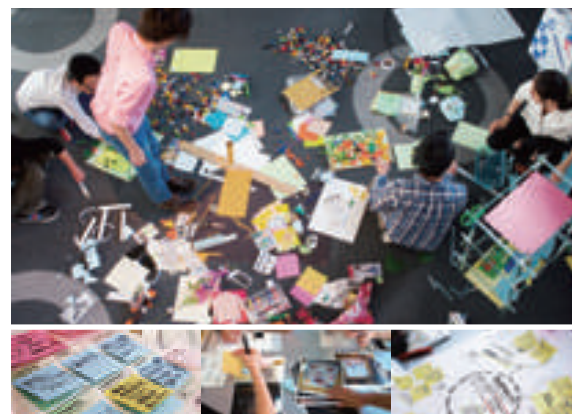


IDEO Tokyo + Kyushu University / innovation workshop

An innovation workshop incorporating design thinking was held jointly by QREC and IDEO Tokyo, the first such event to be held in Fukuoka.

With the aim of cultivating innovative human resources capable of playing an active role on the stage, “design thinking”—which has been drawing attention as a means of generating innovation—has been incorporated into QREC educational programs (using mainly English). Students learned basic skills required for making innovation a reality, including facilitation, rapid prototyping, teamwork, and idea generation methods.

***Design thinking** is an approach that visualizes proposals by identifying issues, considering solutions, and formulating prototypes in teams from the perspective of users.



Designing the Future of Fukuoka

Themes : infrastructure / food / hospitality /nature / entertainment

A four-day intensive lecture in which 40 students from all over the university are divided into five teams and work together on respective themes to learn and experience the entire design process, from conducting user surveys to making presentations.

Date: September 17 (Tue.) / September 24 (Tue.)-26 (Thu.), 2013 (four days)

Venue: Ohashi Satellite, Kyushu University

Day 1: Introduction to design thinking

Day 2: Observation (user survey)

Day 3: Idea development (topics, dispersal, convergence)

Day 4: Rapid prototyping, presentations, review and summary



An international design business and design consulting company based in California, USA. Four representatives from the Tokyo Office were invited to act as facilitators for the program.

DESIGN THINKING PROCESS



For each theme, students visited commercial facilities, train stations, and parks and gathered “ideas” from discussions with people at these various facilities and their impressions (what they actually felt) during these visits.



Research results were shared among the teams, and the relationships between issues were understood and summarized as students prepared visual materials.



In accordance with specified rules, the students brainstormed countless ideas and solidified concepts with the assistance of formats.



Ideas were presented in the form of prototypes. Students used LEGO or cardboard to assist their thinking and assemble a story.

OUTPUT

“Future of Fukuoka” Born from Diversity

By having groups comprising a diversity of members, including international students and mature-age students with experience as adult members of society, in addition to the students’ various specialties come up with ideas together, unique designs such as breakfast food stall services and an outdoor leisure complex in the city center were born.



Presentation of Ideas Incorporating Play-acting

The teams’ ideas were presented as full-scale prototypes in presentations that incorporated play-acting.



A First-time Experiment for a Japanese Educational Institution!

Innovative Human Resources Training Based on Work Experience in Emerging Countries

A PBL Project Incorporating Design Thinking ※PBL:Project-Based Learning

“Entrepreneurship in Designing new value for BOP people”

In this formal lecture, students experience the process of conducting fieldwork (observation) in an emerging country with the aim of realizing appropriate technology and services in that country, conducting brainstorming in groups, and after returning to Japan, building prototypes and making presentations.



In Bangladesh

Taking on the Challenge of Solving Problems Faced by Emerging Countries with Design Thinking

Fieldwork in the Form of a One-week Stay in an Emerging Country, the People’s Republic of Bangladesh

Twenty students selected from the entire university were provided with an opportunity to have direct contact with people living in an agricultural village in a developing country, known as a “Base of Pyramid (BOP).” From one week of observations, students identified problems, then thought up new products and services and formulated proposals for local sustainable business models.

Orientation Fukuoka City	June 29 (Sat.), June 30 (Sun.), July 14 (Sun.) ○Study of problems faced by developing countries ○Study of design thinking ○Fieldwork
Local on-site training Bangladesh	August 16 (Fri.) to August 25 (Sun.) ○Field research / group discussions ○Hypothesis verification / prototype production ○Exchange meetings with villagers / local presentations ○Interview with Dr. Muhammad Yunus
Follow-up Fukuoka City	August 31 (Sat.) to September 7 (Sat.) ○Review ○Evaluation of the practical application of the proposal
Examination board Fukuoka City	September 21 (Sat.) ○Presentation and examination of proposals

Proposal of Four Business Models that are Sustainable in the BOP Market

Students from a diversity of specialized fields, including economics, design, engineering and law, formulated four unique business plans while receiving support from See-D and Grameen Group advisors as well as local village residents.



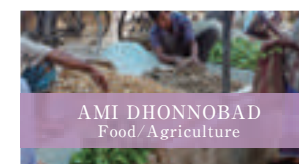
Bio-Plant 5S
Energy



ICTeachers
Education



Project Vege-Table
Medicine/Insurance



AMI DHONNOBAD
Food/Agriculture



5 2013 Schedule

	Education	Social Outreach	Research	Organization & Administration
April	■ QREC 2013 First semester classes open			★ Distribution of QREC 2013 course procedures begins
May	■ Presentation ceremony of the President's Award for C&C 2012 (May 10) ■ "Hands-on Workshop on Co-creation Skills Using LEGO Blocks and Serious Play" hosted by QREC (May 12) ■ C&C 2013 Examination Board (May 23)		● Associate Professor Igarashi visits: -Utah, USA to research Entrepreneurship Educational Programs at the University of Utah and others. -Sweden to discuss collaboration and to exchange information with the Chalmers University of Technology and others. ● Professor Tanigawa and Associate Professor Igarashi participate in the 3E Conference in Denmark.	★ QREC Steering Committee convened (May 21)
June	■ AC 2013 Examination Board (June 20)		● Professor Tanigawa and Associate Professor Takata visits the National University of Singapore (NUS) to participate in a workshop held in Singapore for international joint research and to gather information. ● Professor Tanigawa serves on a panel in the Industry Collaboration Seminar hosted by JICA in Thailand	
July	■ First semester assessment meeting with students (July 25)			★ QREC Advisory Committee convened (July 8)
August	■ Student internships ■ Entrepreneurship in Designing new value for BOP people - Bangladesh Training Session (August 16 to 25)		● Associate Professor Makino participates in the 73rd Annual Meeting of the Academy of Management in the USA.	
September	■ Intensive Lecture on Design Thinking conducted jointly with IDEO ■ QREC 2013 Summer Camp with Deloitte Tohmatsu Consulting - Learning the Analytical Methods of Consultants (September 18 to 20)	◆ International Workshop on Entrepreneurship Education hosted by QREC (September 4 to 6)	● Associate Professor Igarashi visits Sweden for the Entrepreneurial Ecosystem Festival - the 2013 Elummi Conference. ● Associate Professor Igarashi and Associate Professor Makino participate in the LEGO Serious Play Method in Madrid, Spain.	★ Tenth National VBL Forum (September 28 & 29)
October	■ QREC 2013 Second semester classes open ■ QSHOP Business Plan Presentation (October 30)		● Associate Professor Tamaki presents at the 4th Annual GW Global Entrepreneurship Conference in the U.S.	
November	■ QSHOP Kyudaisai Festival Simulated Store Operation (November 23 & 24)		● Associate Professor Igarashi visits the Philippines to interview the president of BEET Philippine ● Professor Tanigawa visits the Institute of Design at the Illinois Institute of Technology in the USA to explore opportunities for collaboration.	
December	■ QSHOP Audit and Shareholders Meeting (December 18)	◆ QREC/KASTEC Collaborative Bioventure Seminar (December 16)	● Professor Tanigawa participates in the UIRC Joint Project Workshop in Taiwan. ● Professor Tanigawa and Associate Professor Makino participate in the 3rd INESCO-APEID Meeting on Entrepreneurship Education in Malaysia and exchanges opinions and information.	★ QREC Steering Committee convened (December 17)
January			● Associate Professor Igarashi visits South Korea for a meeting on Startup Weekend.	
February	■ C&C 2013 Final Presentations (February 24) ■ AC 2013 Final Presentations (February 25)		● Professor Tanigawa participates in the AUTM 2014 ANNUAL Conference in the USA. ● Associate Professor Igarashi visits universities and government institutions in Sweden.	
March	■ Ninth QREC Silicon Valley Training Session (March 2 to 8) ■ 2013 Meeting with part-time lecturers for exchanging views (March 18) ■ First ever QREC Completion Certificate granted ■ Second semester assessment meeting with students (April 8, 2014)	◆ Asia Round Table (March 21)	● Associate Professor Makino participates in the Social Innovation Program for Educators in Thailand. ● Professor Tanigawa visits the Aalto University in Finland and others in the Netherlands and Sweden for exchanging opinions on future collaboration with QREC. ● Associate Professor Igarashi visits the Chalmers University of Technology in Germany and others in Sweden and Finland for exchanging opinions and information gathering on future collaboration with QREC.	★ Innovation Education Conference (March 10 & 11) ★ QREC Alumni Kick-off Meeting (March 14)

6 An Overview of Activities

Education



Based on the image of human resources to be developed, cutting-edge entrepreneurship education is carried out. In addition to the advanced educational concepts, QREC offers leading programs including two-directional lectures focusing on discussions in the form of workshops, PBL lectures, lectures utilizing IT. In the 2013 academic year, the following new educational methods were introduced on a trial basis.

- ▶ Introduction of six new subjects for a total of 24 subjects in formal lectures offered to all Kyushu University undergraduate and graduate students.
- ▶ Introduction of practical subjects to enable students to respond to adapt to various exit routes, not only starting up a business
 - Entrepreneurship in Designing new value for BOP people, Corporate Entrepreneurship, etc.
- ▶ Introduction of lectures incorporating design thinking, a new educational method
 - Design Thinking, Entrepreneurship in Designing new value for BOP people
- ▶ Introduction of subjects taught entirely in English
 - Technology Marketing II (English)
- ▶ Commencement of educational projects incorporating new educational methods
 - Introduction of workshops providing experience in "serious play" using LEGO blocks, etc.

Social Outreach



In order to meet the wide-ranging requirements of not only Kyushu University students but also the local community, events and workshops that can be attended by students from other universities or member of the general public are also held, enabling QREC to contribute to the invigoration of the local community.

In the 2013 academic year, various seminars with an eye to globalization were held.

- ▶ International Workshop on Entrepreneurship Education (IWEE) are conducted in English.
- ▶ A seminar regarding MediciNova, Inc., a venture business that has achieved stock market listing in both Japan and the United States, was conducted.
- ▶ A seminar in the form of discussions between businesspeople with actual experience of the importance of taking on global challenges was conducted to enable participants to learn from *Wakyo* (overseas Japanese entrepreneurs) active in Asia.

Research



The QREC faculty has been augmented with additional educators, all of whom are conducting various research activities in their fields of specialization, proactively undergoing training not only in Japan but also overseas as well as participating in conferences, etc.

In the 2013 academic year, as part of its faculty development activities, QREC held for the first time an international workshop on entrepreneurship education, bringing together educators and participants from around the world. Opinions were exchanged on entrepreneurship education around the world.

- ▶ A three-day International Workshop on Entrepreneurship Education (IWEE) was held in Fukuoka.

In addition, QREC faculty participated in conferences made presentations, and wrote papers in their respective fields, as well as participated in LEGO Serious Play™ Method training.

Organization and Administration



To facilitate the utilization of resources unavailable at universities, QREC is endeavoring proactively cooperate and collaborate with organizations both within and outside the university. QREC is also strengthening its cooperation with major departments within the university.

In the 2013 academic year, mainly the following collaborations with organizations within and outside the university were undertaken.

- ▶ Symposium held jointly with and interns dispatched to EGG JAPAN (Entrepreneur Group for Growing JAPAN) (Mitsubishi Estate Co., Ltd.)
- ▶ Lectures conducted jointly with IDEO (Tokyo), etc.
- ▶ Collaboration with the Graduate School of Design
- ▶ Collaboration with School of Engineering and Graduate School of Engineering

In addition, tools provided during courses and the IT environment are being enhanced.

- ▶ Improvement of information dissemination in English via QREC website (proactive communication to international students studying at QREC)

For details on each item, please see page 14 onwards.

6 Details of Activities

Education



Lectures (University-Wide Education and Joint Education with Graduate Schools)

QREC Lectures (on 24 subjects, 7 in the first semester, 11 in the second semester, of which 18 are continuing and 6 are new)

Education-Related Projects

- In cooperation with Robert Rasmussen Consulting, a practical workshop teaching collaborative skills and serious play using LEGO blocks was held.
- In cooperation with the Art, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC), the founder of MediciNova Inc.—an American drug discovery venture that has achieved stock market listing in both Japan and the United States—was invited to speak at a jointly organized seminar on bioventure growth strategies.
- The summer camp for hands-on consulting experience (a three-day workshop) offered by Deloitte Tohmatsu Consulting Co., Ltd., was held for the second time. Other projects that were carried out include Challenge and Creation (C&C) (a business plan competition for Kyushu University students), Academic Challenge (AC) (an academic paper competition), and the Startup simulation program at the Kyushu University (QSHOP).

Education-Related Events

A three-day International Workshop on Entrepreneurship Education (IWEE) hosted by QREC was held with the purpose of sharing good practices of entrepreneurship educational models from around the world.

Taking Education into the Digital Age

[Remote Learning Implemented]
(Nine subjects offered in the 2013 academic year)

Kyushu University offers a campus-wide study support system for the convenience of the students and to assure that they have opportunities to take classes. Using this system, QREC has instituted one additional lecture course on video that is broadcast simultaneously to the four campuses in Hakozaki, Ito, Ohashi, and Chikushi, making a total of nine subjects that are implemented in distance education.

[Expansion of use of the e-Learning system, Kyushu University]

The Web network that Kyushu University introduced in the autumn of 2011 was used for early adoption of Blackboard learning assistance system, and QREC supports it for all courses. Student attendance cards, questionnaires, and syllabuses and lecture materials for each lecture are being shared among faculty members and the students taking the courses.

[Enhancement of the QREC Website]

The menu format was changed to make it easier to deliver information necessary for students. In addition, due to the increasing numbers of international students taking QREC courses with the introduction of courses taught in English, as well as the holding of international events, the English language content of the website has been improved.

New Educational Methodologies

[Workshop Format]

The majority of QREC courses do not follow the format of one-way reception of the instructor's lectures, but rather incorporate lectures in a participatory format (workshop style) that involves two-way dialogue with instructors, group discussion, and opportunities for students to give presentations. Class sessions are all 180 minutes long, taking two consecutive periods, and they are organized to get students accustomed to thinking and acting for themselves.

[Lectures by Businesspersons]

QREC offers many lectures by business people who are active in the real world (as well as entrepreneurs, people who are active on the industry-government-university front). In addition to classroom lectures, these invited speakers talk to students from their experience as business people or otherwise give lectures rooted in reality. This is done to advance student understanding. During the 2013 academic year, a total of some 70 guest speakers were invited to Kyushu University not only for lectures in Entrepreneurship Seminars I and II and Design Thinking, but also for special events and workshops.

[Case Studies]

Many of the class sessions in Entrepreneurship Management I and II, which are positioned as basic courses, as well as workshop sessions, make use of cases so that students can learn real information and study realistic models. Some of the cases are presented in the English language.

[Design Thinking and Incorporation]

"Design thinking"—an approach that takes the users' perspective, discovers issues as a team, considers solutions, and creates prototypes for visualizing proposals—has been incorporated into many education programs. (Applicable programs in the 2013 academic year: Design Thinking, Entrepreneurship in Designing new value for BOP people, Idea Lab I, etc.)

[Project-Based Learning (PBL)]

QREC is increasing the number of courses that use the PBL approach for learning by doing in small groups. This method is used in lectures that are placed on the practice-oriented side of the QREC curriculum as well as in a variety of educational projects so that students will not simply receive lecture contents as knowledge, but will learn about how ideas and technologies take on actual form as specific values in the real world. (Applicable courses in the 2013 academic year: Entrepreneurship in Designing new value for BOP people, Practical Training Program for Regional Management, High-Tech Entrepreneurship)

Education Evaluation

QREC has adopted a number of educational evaluation methods in order to improve the quality of its lectures.

[Educational Evaluation Questionnaires for Students]

QREC takes part in the questionnaires on university-wide education implemented by the University's Educational Affairs Department. In order to improve the quality of QREC lectures by means of the PDCA cycle, QREC also implements educational evaluation questionnaires for students from its own unique perspective in all QREC courses.

[Assessment Meeting Held for Educational Evaluation by Students]

In order to obtain the opinions and evaluations of students that cannot be covered by questionnaires alone, student assessment meetings have been expanded to two annually. In the 2013 academic year, meetings were held in July 2013 and April 2014, with a total of 12 students enrolled in QREC courses, providing much information and many valuable opinions.

[Development/Commencement of Operation of Educational Assessment and Analysis System]

QREC has completed the development and commenced operations of a system to analyze correlations between questionnaire contents collected from students enrolled in QREC courses, their grades, and their affiliated departments, as well as to check on requirements for issuance of certificates, etc., in order to increase administrative efficiency.

[Issue of QREC Completion Certificates]

The first QREC Completion Certificate was issued to a student since its establishment in 2011.

Social Outreach



QREC Three-day International Workshop on Entrepreneurship Education (IWEE)

Sharing Good Practices of Entrepreneurship Education from around the World
—A Search for Educational Models that Create Innovation and Realize Young Peoples' Dreams—

This workshop was held with the purpose of sharing information and exchanging opinions regarding various entrepreneurship education models. Educators from countries around the world brought their experience to the discussions of entrepreneurship education methods and materials, and the image of the kind of entrepreneur to be cultivated, deepening their understanding of the direction in which entrepreneurship education should head in future. Conducted in English, IWEE was attended by 54 participants.



QREC/KASTEC Collaborative Bioventure Seminar

—World-changing Bioventure Growth Strategies—

QREC and the Art, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC) invited Dr. Yuichi Iwaki, founder and President and CEO of MediciNova Inc. (Professor at the University of Southern California School of Medicine) to speak about his company's growth trajectory since its establishment up until the present day, as well as the form of bioventure growth strategies and how to be an entrepreneur.



Organized by QREC & KASTEC/2013 Asia Round Table

Are Japanese the Least-most Adventurous People in the World?
—Learning from the Success of *Wakyo* (overseas Japanese entrepreneurs)—

[Held simultaneously]
Kyushu University Robert T. Huang Entrepreneurship Program (QREP) 2013 Presentation of Participating Student Results
—Learning Major Strategies for Expanding Japanese Businesses Overseas from Silicon Valley—

Japanese entrepreneurs who have established and are expanding businesses in Asia (*Wakyo*) were invited to participate in a discussion of the importance of attempting global-scale challenges, including establishing businesses overseas, as well as entrepreneurship in Asia and the United States. Presentation by Kyushu University and Waseda University students participating in QREP was also held.



6 Details of Activities

Research



Faculty Research Activities

Toru Tanigawa
Professor

Fields of specialization: Regional economic policy, entrepreneurship, industry-university cooperation

Councilor, The Japan Society for Science Policy and Research Management; Director, The Japan Academic Society for Ventures and Entrepreneurs; Manager, Society for Innovation Education; Deputy Chief, The Japan Association of Regional Development and Vitalization, Kyushu Branch; Member, Intellectual Property Association of Japan; Member, The Japan Section of The Regional Science Association International
Currently participating in an international collaborative research project, "Research on the Correlation between Industry-University Cooperative Activities, Academic Papers and other Academic Results, and Innovation" (joint research with researchers at Leiden University, The Netherlands, and the National University of Singapore, Singapore, and other universities in Asia).

Shingo Igarashi
Associate Professor

Fields of specialization: Entrepreneurship, management strategy theory

[Books (co-authored)]

Introduction to Entrepreneurship: Learning How to Create Ventures.

Co-authored by K. Kutsuna, H. Hasegawa, N. Takahashi, S. Igarashi, J. Yamada, Yuhikaku Publishing Co., Ltd. December 2013 (in Japanese)

Textbook on entrepreneurship theory that enables self-study through the combination of various case examples.

[Conference Presentations]

"Survey research of entrepreneurship education in Sweden: A comparison of four cities—Stockholm, Gothenburg, Lund, and Uppsala."

The presentation describes a comparative survey of entrepreneurship education in four leading regions of Sweden, suggesting goals for education in line with regional characteristics.

Hironobu Tamaki
Associate Professor

Fields of specialization: Start-ups, venture management

[Main Research Topics]

Entrepreneurs who emerge from failed corporations, venture finance

[Publications]

Hironobu Tamaki. "Thoughts on the influence of problematic event at prior employers on entrepreneurs —a research on the IPO companies in or after 2001—" The Japan Academic Society for Ventures and Entrepreneurs, September 2013.

[Conference Presentations]

Hironobu Tamaki. "The Influence of Devastating Events at Prior Employers on Nascent Entrepreneur, Global Entrepreneurship Conference at George Washington University." October 19, 2013.

Emi Makino
Associate Professor

Fields of specialization: Management strategy theory, organizational development, social systems theory, flow theory, entrepreneur education

[Main Research Topics]

Business development methodology to engage diverse stakeholders

E.Makino & J.Nakamura (in Press). Embodied Ethics: A Mentoring and Modeling Approach to Ethics Training. In L. E. Sekerka (Ed.), Ethics Training in Action: An Examination of Issues, Techniques and Development (pp. 311-328). Charlotte: Information Age Publishing.

E.Makino (2013). Appreciative Inquiry Summits and Organizational Knowledge Creation: A Social Systems Perspective. (Doctoral Dissertation). Claremont Graduate University.

Megumi Takata

Associate Professor (Faculty of Economics)

Fields of specialization: Industry-university collaborative management, management of technology (MOT), entrepreneurship

[Main Research Topics]

Commercialization of science and technology and entrepreneurship

1. "Design Proposal for Hydrogen Refueling Infrastructure Deployment in the Northeastern United States" International Journal of Hydrogen Energy, In Press.
2. Study of the Process of University Technology Commercialization: The Roles and Effects of Educational Courses, International Journal of Engineering Innovation and Management, Volume 1, Issue 1, November 2011

Ei Shu

Associate Professor (Faculty of Economics)

Fields of specialization: Innovation management, organizational learning

[Publications]

Ei Shu and A. Y. Lewin. 2014. Low power actor reshaping regulatory environment : Honda and emission control in Japan, Duke University CIBER Discussion Paper (Accepted by the Annual Meeting of Academy of Management) (Co-authored with Professor A.Y. Lewin of Duke University)

[Conference Presentations]

Ei Shu. 2013. "Cognitive Shift and Development of Dynamic Capability: Evidence from Japanese Automobile Industry," in the session of New directions in strategic management by Japanese firms, Academy of Management Annual meeting, Orlando.

Yasuyuki Hirai

Associate Professor (Faculty of Design)

Fields of specialization: Inclusive design, design thinking, living space design

[Main Research Topics]

Social innovation design: a research on inclusive design and design thinking

[Books (co-authored)]

A Museum that Stimulates Sensual Perception.

Co-authored by Y. Hirai, T. Fuji, A. Nobayashi, T. Manabe, N. Kawakubo, M. Mishima. Gakugei Shuppansha. March 2014

[Awards]

- Include Asia Conference Award at INCLUDE ASIA 2013 (June 2013)
- Universal Fukuoka City Awards Grand Prize "Kodomo Okusuri Techo: Kenko Kids" (Kids × Medicine × Design Committee, October 2013)
- IAUD Award 2013 "Museum for All Project" (Inclusive × Design × Museum Committee, November 2013)

★ Organization and Administration



Organizational Strategies

[Cooperative Efforts with Japanese/Overseas Organizations]

Relevant construction, including utilization of external resources unavailable at the university and incorporation of external know-how, has been undertaken. Furthermore, the scope of activities has been expanded through collaboration with organizations outside the university and networks, and QREC is continuing to expand its collaborators in order to secure places outside the university, outside Kyushu, and outside Japan where students can gain practical experience.

■ Symposium held jointly with and interns dispatched to EGG JAPAN (Entrepreneur Group for Growing JAPAN) (Mitsubishi Estate Co., Ltd.)

■ Ongoing collaboration with Sunbridge International (USA)

■ Lectures conducted jointly with IDEO (Tokyo) ('Design Thinking' lectures begin; expansion of the lectures in the 2014 academic year)

■ Summer camp with Deloitte Tohmatsu Consulting Co., Ltd.

■ In negotiations to establish collaborative relationship with Aalto University, Finland

[Cooperative Efforts with Kyushu University Departments]

QREC's know-how and educational effects (Entrepreneurship, management, etc.) was utilized by other departments within the university.

<Ongoing Collaboration>

■ Collaboration with the Kyushu University Information Communication Technology Architect Educational Program (QITO)
QREC subjects are recommended subjects, and QREC faculty act as QITO advisers.

<New Collaboration>

■ Collaboration with the Graduate School of Design (Design Strategy, etc.)

Joint lectures have been established, with Graduate School faculty acting as assistant lecturers for QREC subjects.

■ Collaboration with School of Engineering and Graduate School of Engineering (Applied Chemistry)

Provision of leading graduate school budget procurement support as well as relevant lectures.
QREC was responsible for some compulsory subjects in the Faculty of Engineering (Materials Science).

Operation

[Public Relations and Information Dissemination]

QREC engaged in the following activities for the purposes of public information and information dissemination as well as to improve and spread services for students and other users.

■ Operation and improvement of the QREC website

Expansion of website content and modification of user interfaces; improvement of advertising on the English-language website version

■ QREC use of Facebook

■ Update and distribution of a QREC pamphlet (in English and Japanese)

■ Update and distribution of course guide

Advertising of QREC educational content; revisions giving consideration to making content easy for students to understand

■ Creation and distribution of Annual Report for 2012-2013

Public information on QREC activities, in Japanese and English

[Construction of a Student-Graduate Network]

The first QREC Alumni Kick-off Meeting was held in Tokyo. Attended by approximately 35 alumni, the meeting was held with the aim of helping graduates to keep alive the memory of what they had learned at QREC and maintain human networks.

[Increasing Organizational Efficiency and Improving the Educational Environment]

In order to enhance sound and image transmission during lectures, speakers and iPad connection terminals have been installed in the Silicon Valley Room. The Intranet (Cybozu®) installed in the 2011 academic year.

[Administration and Management of Incubation Facilities]

Space was rented for laboratories (three rooms) on the university campus and for venture capital firms created at the university (two rooms), including one new firm.

7 QREC Curriculum System

All subjects in the curriculum are available to all Kyushu University students to take as their minor. The curriculum is designed to enable students to study entrepreneurship in stages, from basics through application to practice.

Motivation

Education designed to make students realize the important of understanding social "issues" and "taking action" to make their own dreams come true.

Idea Generation

Students receive training in "idea generation" methods for resolving issues.

Marketing/Strategy

Students learn how to understand market generation and business strategies.

Finance

Students learn methods for procuring funds.

Organization/Group Dynamics

Students learn how to build organization/team for carrying out projects.

Knowledge/Tool

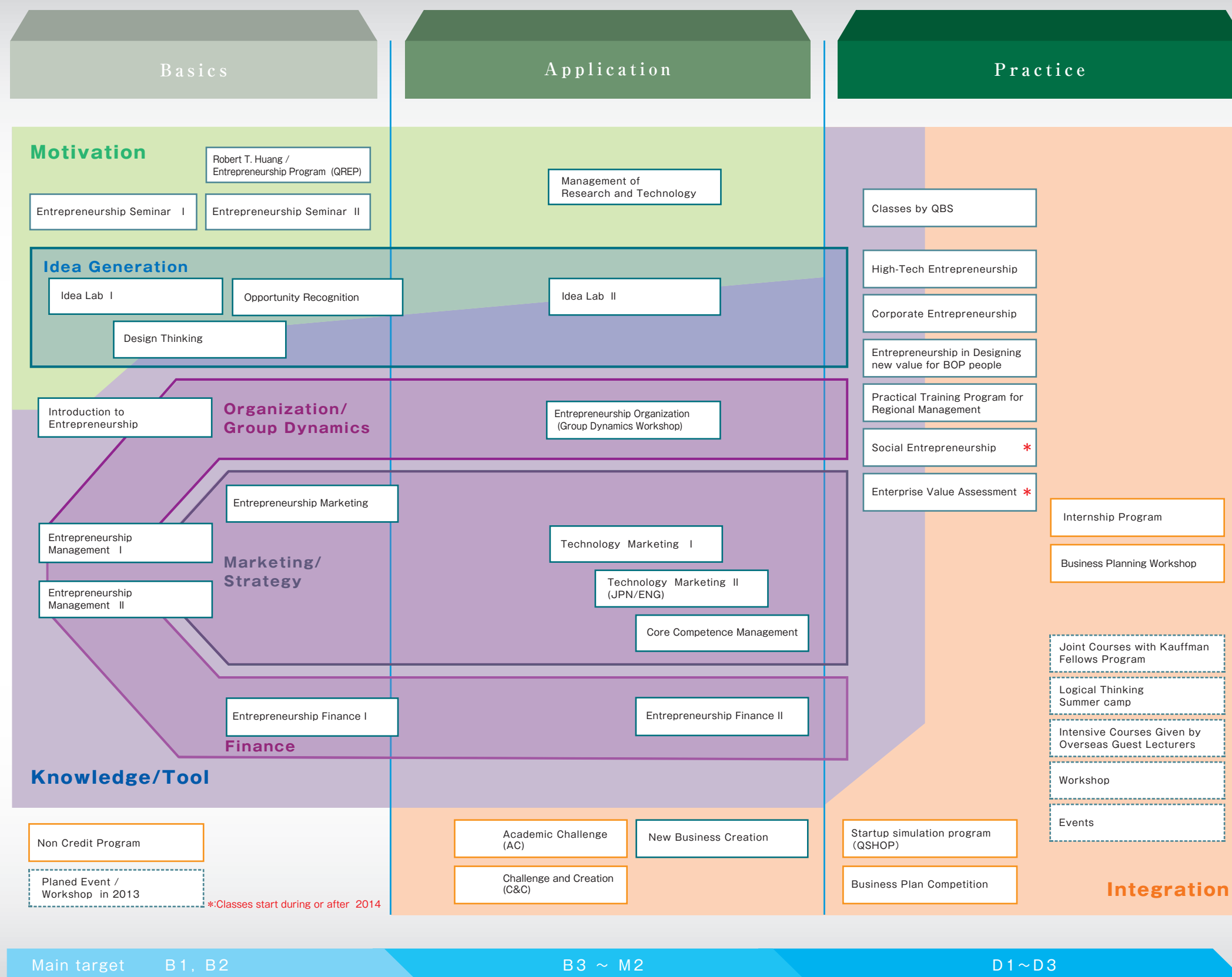
Education designed to provide knowledge for achieving ideas for resolving issues.

Integration

Education students endeavor to actually put what they have learned into practice based on their knowledge and understanding of methodology.

QREC offers subjects following the flow of each of these themes.

(As of March 2014)

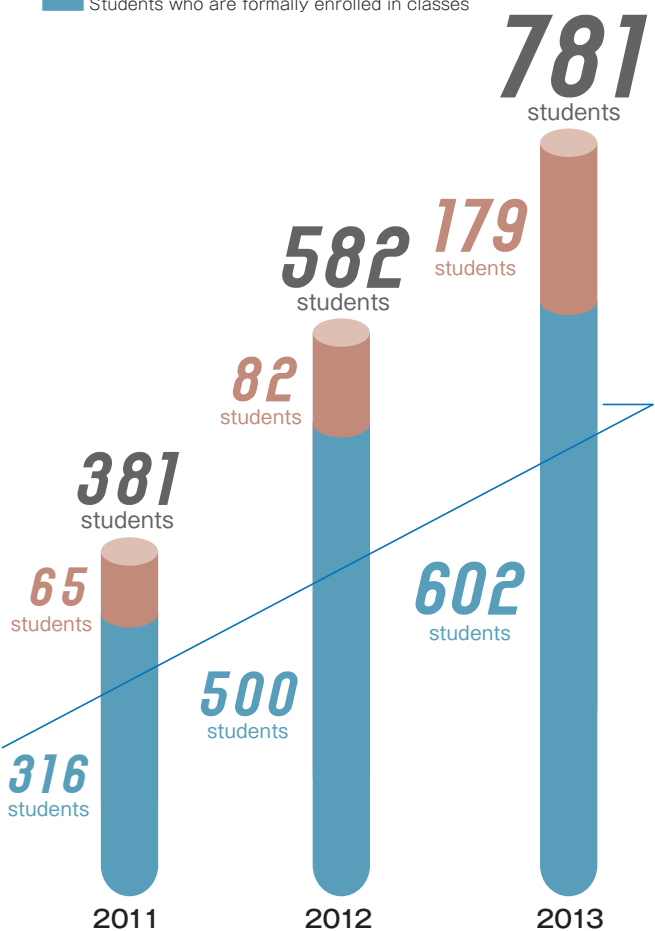




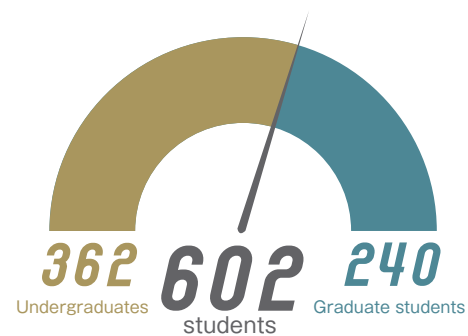
Course Data: Number of Students

[Number of Students Attending Lectures]

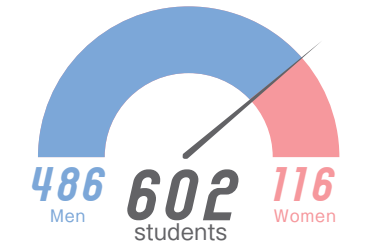
※ Auditing students and working adults
Students who are formally enrolled in classes



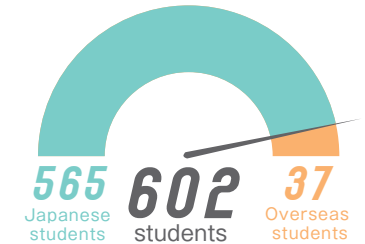
[A Look at the Number of Undergraduate and Graduate Students in the Program]



[Number of Students by Gender]



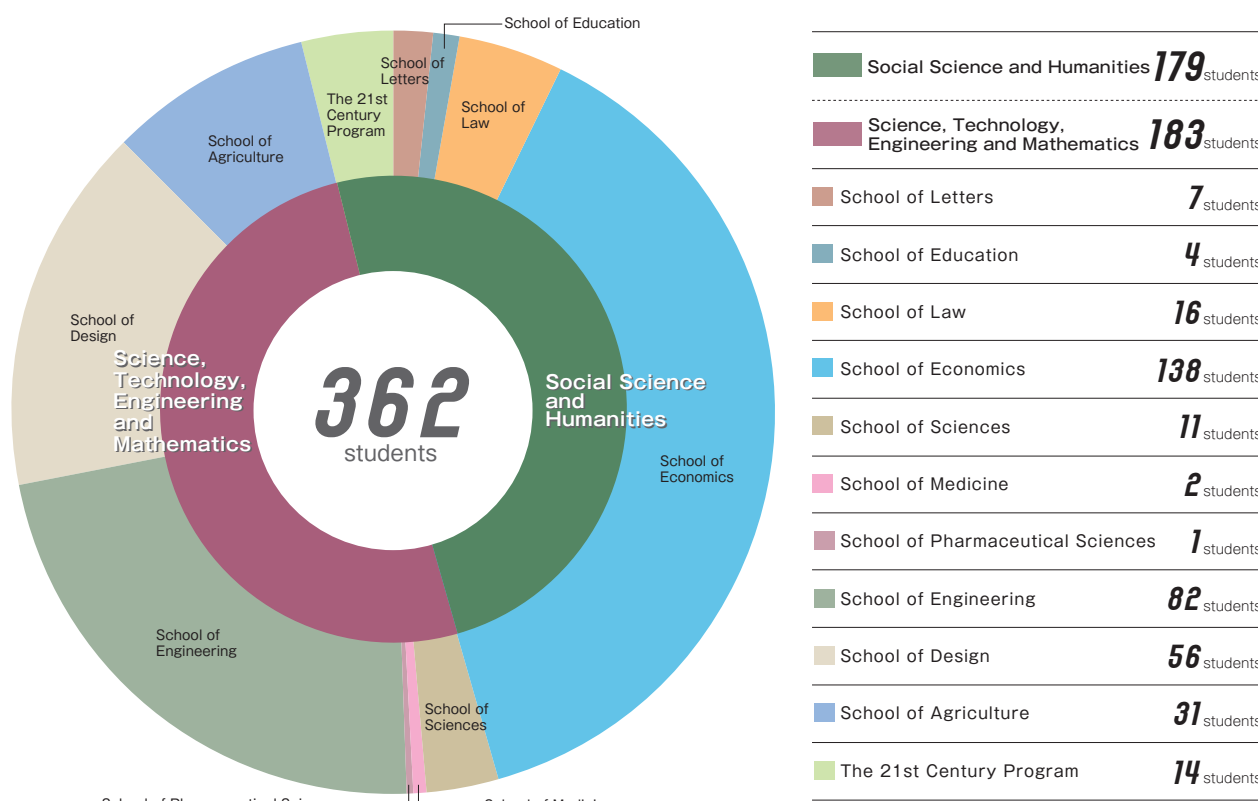
[Numbers of Overseas Students]



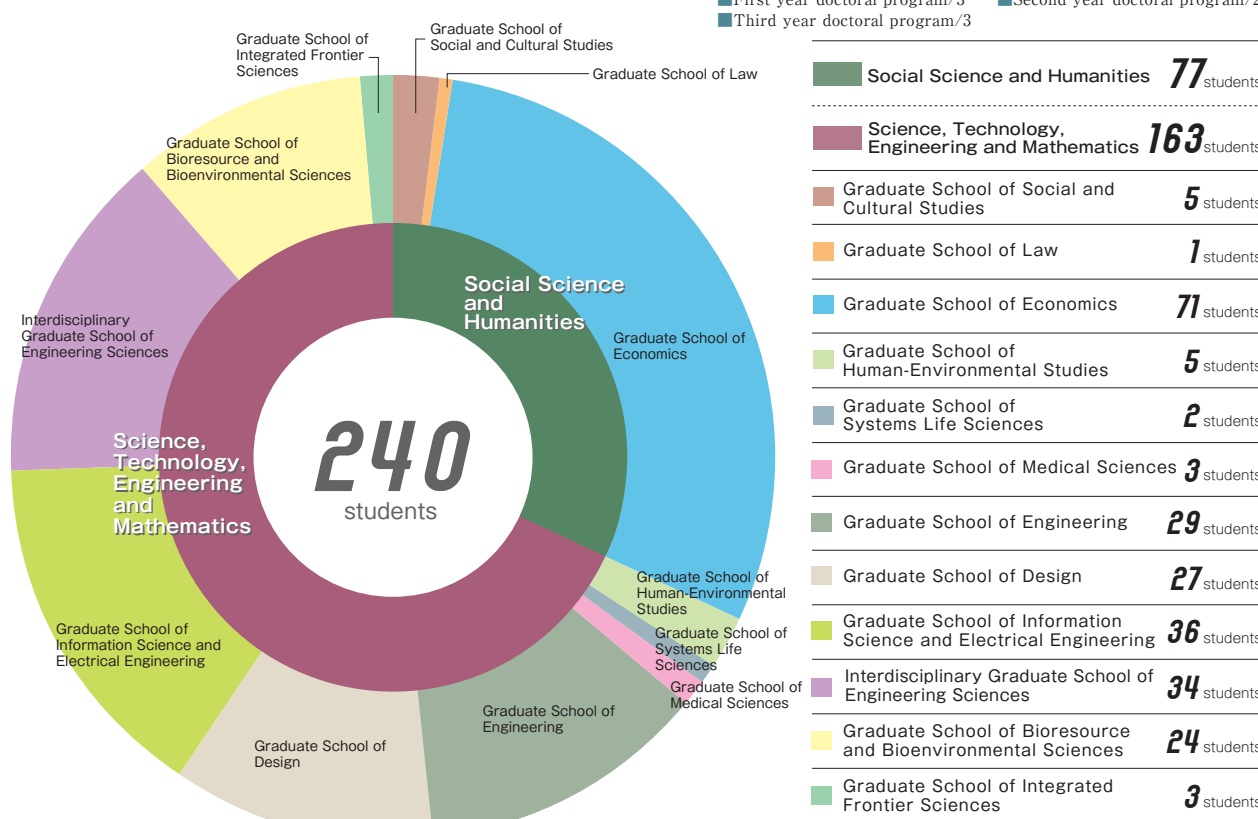
[Number of Students for Each Lecture Course]

Introduction to Entrepreneurship	151 students	Idea Lab II	25 students
Entrepreneurship Seminar I	33 students	Entrepreneurship Organization	13 students
Entrepreneurship Seminar II	43 students	Technology Marketing I	17 students
Robert T. Huang/Entrepreneurship Program (QREP)	20 students	Technology Marketing II	14 students
Idea Lab I	87 students	Technology Marketing II (English)	16 students
Design Thinking	54 students	Core Competence Management	23 students
Entrepreneurship Management I	28 students	Entrepreneurship Finance II	6 students
Entrepreneurship Management II	35 students	New Business Creation	15 students
Opportunity Recognition	31 students	High-Tech Entrepreneurship	17 students
Entrepreneurship Marketing	19 students	Corporate Entrepreneurship	38 students
Entrepreneurship Finance I	36 students	Entrepreneurship in Designing new value for BOP people	21 students
Management of Research and Technology	29 students	Practical Training Program for Regional Management	10 students

[Undergraduates] [Number of Students Taking Classes By Grade]



[Graduate students] [Number of Students Taking Classes By Grade]



9 2013 List of Courses

Basics [8Courses]

Course name Instructor name	Main classroom Lecture times	Overview	Course
Introduction to Entrepreneurship Shingo Igarashi (QREC) Megumi Takata(Faculty of Economics)	Ito Campus Remote Lecture First semester (First half) Wednesdays periods 5 & 6 consecutive	Students consider what "entrepreneurship" is and what taking "entrepreneurial" actions involves.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Seminar I Emi Makino (Education Center for Global Leaders in Molecular Systems for Devices)	Ito Campus Remote Lecture First semester (Second half) Fridays periods 5 & 6 consecutive	Reorganization of the "Entrepreneur Seminar I" offered up until the 2010 academic year. As a prerequisite to considering "entrepreneurship", this lecture provides individual students with opportunities to consider the meaning and purpose of "working" as well as how best to design their own careers and what kinds of thinking, knowledge, actions, and approaches are necessary to do so.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Seminar II Emi Makino (Education Center for Global Leaders in Molecular Systems for Devices)	Hakozaki Campus Remote Lecture Second semester (Second half) Fridays periods 5 & 6 consecutive	Lectures consist of interactions with guest lecturers who are active on the front lines of society. Lectures are administered by the Student Planning Committee.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Robert T. Huang/ Entrepreneurship Program(QREP) Toru Tanigawa (Art, Science and Technology Center for Cooperative Research)	Pre-visit:Hakozaki Campus On-site:Silicon Valley Post-visit:JR HAKATA CITY Second semester Jan., Feb.: Pre-visit; Mar.: On-site, Post-visit	Held in the U.S. Silicon Valley, the Mecca for entrepreneurship and innovation, this course provides opportunities for Kyushu University students to come in close contact with the thinking and living styles of students as well as business operators, engineers, researchers, and others active locally at venture companies, major foreign-affiliated corporations, universities, legal firms, NPOs, and other enterprises, providing them with motivation for considering their ways of living and thinking, and future paths as well as making them aware of the importance of entrepreneurship (spirit of challenge, independent consciousness, and expression of individuality, etc.) and global thinking.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Idea Lab I Shingo Igarashi (QREC) Yasuyuki Hirai(Faculty of Design)	Ito Campus Remote Lecture First semester (Second half) Wednesdays periods 5 & 6 consecutive	This course aims to cultivate the ability to generate ideas. Students also learn skills for maximizing team power.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Design Thinking NEW Yasuyuki Hirai(Faculty of Design) Toru Tanigawa (Art, Science and Technology Center for Cooperative Research)	Ohashi Satellite Intensive Summer Course	"Design thinking" is a "design method open to all people" that was proposed by the U.S. design office IDEO and has spread throughout the world. This approach has students work in teams to identify issues from the perspectives of people's needs, technology, and business and then think up solutions, and is applied beyond the specialized field of design, in business and education. The skills learned in this course include facilitation, rapid prototyping, teamwork, and ideas generation methods (basics), which are fundamental skills necessary for carrying out projects across majors and courses.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ Graduate School of Design Specialized Subject
Entrepreneurship Management I Jin-ichiro Yamada (Osaka City University Graduate School)	Hakozaki Campus First semester (First half) Every other week Saturday, periods 3-5 consecutive Every other week Sunday, periods 1-2 consecutive	Students learn the basics of business science, such as strategy, organization, and management of technology (MOT), and polish their applied skills through case studies.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Management II Hironobu Tamaki (QREC)	Hakozaki Campus First semester (Second half) Saturdays periods 1 & 2 consecutive	As a bridge connecting Basics to Application and Practice, students learn about business management in general, and not only venture business management, in classroom lectures. Students then learn how to apply the theory they have studied to ventures through case studies. Another aim of the course is to increase students' familiarity with business English by using English language teaching materials.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course

Basic/Application [3Courses]

Opportunity Recognition Shingo Igarashi (QREC)	Ito Campus Remote Lecture Second semester (First half) Wednesdays periods 5 & 6 consecutive	Students learn to read social, economic, technological, and other "changes" from real-world trends, news reports, etc.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Marketing NEW Emi Makino (Education Center for Global Leaders in Molecular Systems for Devices)	Hakozaki Campus Second semester Every other week Saturday, periods 1 & 2 consecutive	Expanding on the marketing basics learned in "Entrepreneurship Management I" and "Entrepreneurship Management II", students experientially study practical marketing focused on themes such as STP marketing and consumer behavior using many case studies and workshops and centering on presentations.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Finance I NEW Hironobu Tamaki (QREC)	Hakozaki Campus First semester (First half) Saturdays periods 1 & 2 consecutive	As a bridge to "Entrepreneurship Finance II", students learn about accounting in general, not only venture business accounting, as well as basic finance theory. Students then learn how to apply the theory they have studied to ventures through case studies. Another aim of the course is to increase students' familiarity with business English by using English language teaching materials.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course

Appication [8Courses]

Course name Instructor name	Main classroom Lecture times	Overview	Course
Management of Research and Technology Toru Tanigawa (Art, Science and Technology Center for Cooperative Research)	Hakozaki Campus Remote Lecture Second semester (First half) Fridays periods 4 & 5 consecutive	Simply having studied education carries little currency in society. Only after acquiring both specialized knowledge and the ability to understand various environmental changes in the world, including one's own field of specialization, as well as social needs and issues, etc. can one make a start in society. In this course, faculty with a wide range of knowledge and experience, including of the business world, present students with lectures on issues involving research and technology and the changing environment, how to utilize science and technology in society, and how science-major human resources live in society, helping them to understand the meaning, purpose and social positioning of university study and research.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Idea Lab II Shingo Igarashi (QREC)	Ito Campus Remote Lecture Second semester (Second half) Wednesdays periods 5 & 6 consecutive	In "Idea Lab I", students study idea generation methods, while in "Opportunity Recognition," they learn how to recognize changes in society. In this course, students consider measures for resolving concrete issues before learning problem-solving methods.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Organization Masaki Kuroki (Ritsumeikan University)	Hakozaki Campus Second semester Every other week Saturday, periods 3 & 4 consecutive	Looking at real examples, students study the breadth of management, hierarchy, horizontal division, and other basic organizational concepts as they learn just how to create an organization incrementally.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Technology Marketing I Ei Shu (Faculty of Economics)	Hakozaki Campus First semester Every other week Saturday, periods 3 & 4 consecutive	From the standpoint of business administration, the course introduces basic knowledge regarding innovation management and market creation as students learn the basic frameworks of "technology and markets".	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Technology Marketing II Jeffrey B. Schnack (3Rock KK)	Hakozaki Campus First semester Sundays periods 1-5	In this course, students learn about marketing, including experiential product development, through the use of management games premised on students' acquisition of the basic marketing knowledge studied in "Technology Marketing I" in which students make actual decisions from the perspective of business operators regarding product development, selection of sales channels, determination of prices, allocation of personnel, and advertising/surveys.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Technology MarketingII (English) NEW Emi Makino (Education Center for Global Leaders in Molecular Systems for Devices)	Ito Campus Second semester (First half) Tuesdays periods 4 & 5 consecutive	The "Technology Marketing II" course is conducted in English. As a rule, all lectures and discussions are conducted in English. In this course, students learn about marketing, including experiential product development, through the use of management games premised on students' acquisition of the basic marketing knowledge studied in "Technology Marketing I" in which students make actual decisions from the perspective of business operators regarding product development, selection of sales channels, determination of prices, allocation of personnel, and advertising/surveys.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Core Competence Management Megumi Takata (Faculty of Economics)	Hakozaki Campus Remote Lecture Second semester Every other week Tuesday, 18:50-22:00	Through analysis of individual case examples, students deepen their understanding of the process of establishing and methods for utilizing competitive advantages.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ QBS course
Entrepreneurship Finance II Hironori Higashide (Waseda University Business School)	Hakozaki Campus Second semester (second half) Saturdays periods 3 to 5 consecutive	In this course, students study the entrepreneurship, finance, and fund theory. The course aims to aims to equip students with the skills to evaluate and invest in business start-up opportunities (or have their business start-up invested in) from the perspective of investors and entrepreneurs.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course

Practice [5Courses]

New Business Creation Shingo Igarashi (QREC) Hironobu Tamaki (QREC)	Hakozaki Campus Second semester Every other week Saturday, periods 1 & 2 consecutive	This subject combines both the "Basics" and "Application" phases of QREC subjects. In a simulated experience, students appropriately utilize content learned from QREC subjects in the process of starting up a business.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
High-Tech Entrepreneurship Shingo Igarashi (QREC)	Hakozaki Campus First semester Every other week Friday, 18:50-22:00	This course involves the practical application of QREC subjects. Students cultivate practical skills for starting up a technology-based business on a project basis.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ QBS course
Corporate Entrepreneurship NEW Hironobu Tamaki (QREC)	Hakozaki Campus Remote Lecture Second semester Every other week Tuesday, 18:50-22:00	This course assumes that students will in future set up new businesses within existing companies or be in charge of operations of a related company and therefore provides the knowledge students will require to recognize optimal opportunities, design organizations, and carry out operations.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ QBS course
Entrepreneurship in Designing new value for BOP people NEW Toru Tanigawa (Art, Science and Technology Center for Cooperative Research)	Hakozaki Campus First semester Intensive Summer Course	This course aims to enhance students understanding of the possibility and importance of demonstrating entrepreneurship in various fields, understanding diverse cultures, lifestyles, and values throughout the world, understanding issues for developing countries (BOP), understanding design methods for generating new value, providing opportunities for demonstrating creativity, increasing activeness and independence, understanding business creation and technology management, and improving communication skills.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Practical Training Program for Regional Management Hirofumi Taniguchi (Art, Science and Technology Center for Cooperative Research) Hiroyasu Horie (Research and Education Center of Carbon Resources)	Hakata Satellite Every semester Principle Every other week Saturday, afternoon	In this course students study how to create policies from an entrepreneurial point of view.	— Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course

10 Lecture Highlights

Idea Lab I, II

lecturer: Shingo Igarashi (QREC)

A part of the QREC Education Program, the Idea Lab is a course of study that focuses on idea generation and awareness as well as motivation related to entrepreneurship. The Lab is not only for those looking to begin their own businesses; it also involves research into new academic areas and innovation. As such, creative abilities that go beyond the conventional are critical for success here. Bearing this in mind, the goal of lectures is to heighten students' creative and expressive abilities. The goal at the idea creation stage is not to determine whether an idea is correct or not; rather at this stage the student must select the idea or resolution he or she feels is optimal. Moreover, the question of which idea is best is different depending on the timing, time frame and situation. Therefore, it is essential that this involve a process whereby first brainstorming occurs resulting in several ideas coming out, after which the best of these are selected and one is finally settled on. Another critical element of success in the Idea Lab is creating an environment where students can intellectually stimulate each other in either a group or team framework. Students study the idea creation process and the mutual relationships that this process encourages through various group work projects.

In Idea Lab I, the aim of the course is for students to acquire idea generation skills unfettered by preconceptions through workshops on such topics as what value can be generated from items that initially appear to have no value (e.g. empty PET bottles, paperclips, and sticky notes). Building on these skills, in Idea Lab II, students identify and try to solve actual social issues. In the 2013 academic year, students tackled the themes "Urban Development Centered on Development of the Former Site of the Daimyo Elementary School in Fukuoka" and "Medical Services in the Sudan".



Entrepreneurship Management I

lecturer: Jin-ichiro Yamada (Osaka City University)

Entrepreneurship Management I is an introduction to the language of management studies. This involves reexamining the world with the eyes of an entrepreneur, which means a person who creates a new business. We can say simply that a new business comes into being, but that business has various aspects and faces a variety of hurdles. When seen from the viewpoint of an entrepreneur or a proprietor, most issues can be put into order by thinking about them in terms of the terminology of the basic framework of management studies. Opportunities to start a new business exist everywhere to be discovered.

In the 2013 academic year, leading entrepreneurs were also invited for dialogue and discussion with students. These learning opportunities are certain to produce understanding of the contemporary significance and issues of management. Creating a business, assessing the relationship between the business and yourself—following the sessions, enrolled students achieve a grasp of entrepreneurship and innovation phenomena and conduct analyses of them. In addition, by means of investigating specific cases, they will acquire the language of management studies in the form of the intellectual skills and the contemporary cultivation to obtain insights.



Design Thinking

See also "4 2013 Topics" p.10

lecturer: Yasuyuki Hirai (Faculty of Design)

In this course, lectures take the format of workshops presented by guest instructors from IDEO, the U.S. design consulting firm that first introduced "design thinking". As a human-centered approach to innovation, design thinking applies designer sensibility and methods and is defined as something that combines (1) human needs, (2) skills for realizing ideas, and (3) business. Design thinking enables the sensibility and methods of designers to be used by people other than those in the design field and can also be used to identify "formless" social issues and think up solutions.

Workshops for approximately 40 participants from the entire Kyushu University student body (of which 20 are from and receive credit for the Graduate School of Design) were held at Ohashi Satellite.

In the 2013 academic year, under the common theme of "Designing the Future of Fukuoka", teamwork led to progress in five sub-themes related to the strengths of Fukuoka such as "Infrastructure", "Hospitality", and "Entertainment". With the cooperation of external organizations such as the Fukuoka City Transportation Bureau, observations and hearings were conducted for each field and points for problem-solving were summarized.

Technology Marketing II (English)

lecturer: Emi Makino

(Education Center for Global Leaders in Molecular Systems for Devices)

QREC has been using the marketing simulation game in the "Technology Marketing II" course for three years now. In the 2013 academic year, the course was offered both in Japanese and English. International students from Asia and Europe and Japanese students desiring to polish their English language skills were divided into four teams, competing for academic results. One study attainment target was for students to learn through hands-on experience that, no matter how outstanding a product's functions are, the product will not sell if the marketing is poor.

The course uses "Markstrat", a strategic marketing simulation game used by business schools around the world in which players sell fictitious technology products on the market and compete for share prices. The games repeats the decision-making process of companies allocating the marketing budget for the year in question according to their respective strategies based on market survey data and product sales trends. At the point where the decision has been submitted for the 10th (final) round, there is a group presentation where each team reviews the game overall.



Core Competence Management

lecturer: Megumi Takata
(Faculty of Economics)

Students in this course focus on the conditions for a business to achieve high levels of stable, continuous growth, and particularly on the core capabilities and resources that serve as a wellspring of competitive advantage from the perspective of management of technology (MOT) that other companies cannot imitate, and learn methods for forming and making use of these conditions. Specifically, the course takes up such various topics as core technologies, intellectual property, incorporating external resources (alliances, industry-university collaboration), agility and fast mover advantages, technology brands, competitive advantage as seen by investors, and so on. In the 2013 academic year, leading corporate executives who are currently active in business were invited as guest lecturers, and active discussions on those reports, after which presentations from guest lecturer, and then receives comments on the presentations from each group.



Management of Research and Technology

lecturer: Toru Tanigawa
(Arts, Science and Technology Center for Cooperative Research)

A specialized education received at university will not of itself amount to anything in the real world. Only after acquiring a broad perspective that enables understanding of various environmental changes in the world as well as social needs and issues, etc., in addition to one's own field of specialization, can one make a start in society. It is the so-called T-shaped people who will be competitive in society and who can become the leaders. Students who take this course will be taught by a team of guest instructions invited primarily from the world of business to give lectures from a variety of different perspectives, including issues and environmental changes in the world of research and technology, and ways to make advantageous use of science and technology in society. Each session is also aimed to achieve deeper understanding through discussion of specific topics by the students. During the 2013 academic year, the course met eight times to hear questions raised from a variety of different approaches by lecturers including Prof. Ken Senoh (President and Chairperson of the Industry-Academia Collaboration Initiative, a Nonprofit Organization), noted author of "Why Does Japan's Superior Technology Lose Out in Business?", in addition to an official of the Ministry of Economy, Trade and Industry, a venture capitalist, an executive of a major strategic consulting firm, IT specialist engaged in big data solutions, and an editor of a design journal.



Technology Marketing I

lecturer: Ei shu (Faculty of Economics)

This lecture introduce the basic theories of innovation management, technology competition, and the processes of technology diffusion from management studies perspectives so that students can learn the conceptual approaches and framework for thinking about technology and markets. Specifically this lecture will focus on how firms involve with innovation activities, how innovation contributes to business performance, and what should be done to stimulate innovation activities. In order to answer these practical issues, students learn the basic concepts and viewpoints of management studies with regard to the distinctive characteristics of innovation, its influence on corporate competition, and what kind of corporate strategies are necessary in innovation diffusion processes. Students seek to learn the process of innovation, by experiencing specific cases. In the 2013 academic year, focusing mainly on the high-tech industry, lectures were presented on the theory of chasms in technology diffusion and the creation of business models for overcoming these chasms. The course proceeded with a combination of lectures, case discussion, team projects, and other interactive learning methods, while ensuring bilateral communication between faculty and students.



Corporate Entrepreneurship

lecturer: Hironobu Tamaki (QREC)

In this course, students acquire the basic knowledge required for venture capital investment in new businesses started-up within existing companies or organizations through classroom lectures and case studies (including English-language teaching materials). Based on the premise that students will in the future start-up new businesses within existing companies or be placed in charge of operating an affiliated company, the course aims to provide students with the knowledge required for optimal opportunity recognition, organizational design, and business operations. The course focuses mainly on organizational design, with students learning what kind of impact different organizational structures and incentive-setting exerts on the behavior of members of an organization while at the same time learning through case studies what kind of impact internal organizational dynamics exert on the success or failure of corporate ventures. In the 2013 academic year, the course welcomed as guest lecturers Mr. Katsuhiko Ishibashi, who was a director and the manager of corporate development at Fujitsu Limited; and Mr. Masamichi Toyama, who originally worked for Mitsubishi Corporation and now operates Soup Stock Tokyo, which is famous as an example of a successful corporate venture.



10 Lecture Highlights



See also "4 2013 Topics" p.11

Entrepreneurship in Designing new value for BOP people

lecturer:
Toru Tanigawa (Arts, Science and Technology
Center for Cooperative Research)

There are many, many people in the world suffering in poverty, denied access the minimum essentials for life—water, medical care, agricultural tools, etc.—but the needs of people in such countries ("Base of Pyramid"; commonly referred to as "BOP") differ from the products and services used in advanced countries. That is to say, in BOP countries, it is important to thoroughly identify the needs of BOP countries and design and implement products and services suited to those needs rather than importing developed-country technologies as-is. In this course, under the theme of resolving BOP problems, students experience hands-on the process from identifying the local situation to ultimately developing products and services using design thinking methods, learning methods for discovering issues, generating new ideas, and then formulating specific plans for resolving the problems identified (design thinking) as well as acquiring a spirit of challenge.

Practical Training Program for Regional Management

lecturer:
Hirofumi Taniguchi (Arts, Science and Technology Center for Cooperative Research)
Hiroyasu Horio (Research and Education Center of Carbon Resources)

In a context of declining populations and a rapidly aging society, declining international competitiveness, and other severe environmental conditions, local regions and communities must formulate their own future image without relying on central government in order to sustain local dynamic power and search out ways to new growth. It is important for them to possess the capabilities in themselves to plan their own measures to realize those aims.

This course is intended to develop human resources with the advanced planning and executive ability to contribute to the resolution of local regional issues by providing lectures and exercises for students and also for working adult members of society to experience the actual process of proposing specific policies and measures. Every year, the course takes up current hot topics and turns them over to thoroughgoing group debate from a variety of angles. To date, these debates have covered such topics as growth strategies, tourism, global human resource development, transportation, energy, crisis management and emergency countermeasures, agriculture, forestry, local resources, health care and long term care, local communities in an aged society, local government over broader areas, and the "Kyushu-Fu" concept for governing Kyushu as a single administrative area.

In the 2013 academic year, students designed and prepared reports on a future vision for Kyushu under the common theme of "The New Shape of Growth against a Declining Population". The process of gaining a proper grasp of problems in society and building local wisdom into plans and policies is a creative endeavor. While students work under the guidance of several tutors and acquire specialized knowledge through group work, they formulate policy hypotheses out of new ideas and work through scientific policy analysis until they present their policies on the last day of the course.

11 Comments from QREC Students

"What do I want to do?" Lucky selection, the program is worth it.

"What do I want to do?" Lost in thought on how I was going to spend college life on the day of the school entrance ceremony, I just happened to look through the QREC pamphlet and found it somewhat appealing. I followed my hunch and decided to enroll in the program, which, on looking back, was a very fortunate decision. There are two outstanding features or benefits of the QREC lectures that I would like to highlight:

●Meeting Diverse People

Many QREC lectures involve group work where several students search for a solution to a problem. The opportunity to exchange ideas with a variety of people across departments and labs allows for stimulating learning from each group session.

●Experiencing Failure

In QREC classes one can experience the process of failing at something, but yet make advancement. Thanks to repeated exposure to this process, I am now able to take on challenges without fear of failure and enjoy the experience of being able to undo any failures.

As can be seen from the above, the QREC lectures are definitely worth the time spent on the coursework. Since the opportunity is there for anyone to experience something new, I recommend taking advantage of this program and making the most of it.



2nd year,
Department of Economy
and Business, School of
Economics

Koichi Higashi

【Courses】

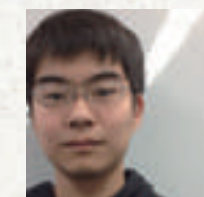
- Entrepreneurship Management I
- Entrepreneurship Management II
- Entrepreneurship Finance I
- Entrepreneurship Organization
- Technology Marketing I
- Technology Marketing II
- New Business Creation
- Corporate Entrepreneurship

Meeting various people and various opportunities have changed me

I have been in the QREC program for two years now. Of course, the business administration program has given me a deep knowledge of the subject, but there are two other things I have gained. The first is the ability to debate. The ability to communicate one's thinking to your counterpart in a debate is critical. Since QREC lectures always include discussions, I was able to develop my ability to communicate my thoughts in through those discussions.

The second is the opportunity to meet various people. Regular courses provide almost zero opportunity to befriend other students in the same class, but QREC offers many opportunities to speak with other students in the class by means of discussions. I have been able to become friends with different people, including undergraduates to business school students. In this way QREC not only provides knowledge training in entrepreneurship, but also provides different opportunities.

So while this program is a no-brainer for those interested in becoming an entrepreneur, for those who would like to meet a wide variety of different people even though you aren't interested in becoming an entrepreneur, why not enroll in the program?



2nd year,
The 21st Century
Program

Shuya Odawara

【Courses】

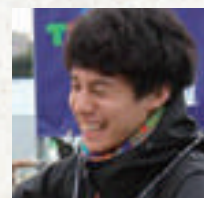
- Introduction to Entrepreneurship
- Entrepreneurship Seminar II
- Idea Lab I
- Entrepreneurship Management II
- Entrepreneurship Finance I
- Technology Marketing II
- High-Tech Entrepreneurship
- 【Program】
- QREC Internship

11 Comments from QREC Students

(As of March 2014)

A field I have never encountered before.

I am majoring in Industrial Design in the School of Design and am studying design. Since QREC lectures are broad in content, anyone can enroll and keep up with the lecture. In my third year I am taking lectures that will enable me to extend my knowledge in my specialty while also enrolling in lectures that teaches fundamentals for creativity. In Entrepreneurship in Designing new value for BOP people, I was afforded the opportunity to actually visit Bangladesh, conduct thorough field work, and consider products and services that captures their needs. By teaming up with others from outside of my specialty, I was able to acquire new insights and knowledge. The program invites visiting speakers involved in frontline research and technology management theory in their respective fields to give eye-opening and highly specialized lectures that cannot be heard in regular courses, and gives the students a taste of what kinds of abilities are really needed in the working world. This was especially true with the lecture by Professor Tanaka of Keio University where I learned about the emergence of 3D printers and the transformation of the world. Listening to such a lecture that closely overlapped my specialty made me think about what kind of designer I should be.



Department of Industrial Design, School of Design
Naoki Kanazawa

【Courses】

- Opportunity Recognition
- Management of Research and Technology
- Idea Lab II
- Entrepreneurship in Designing new value for BOP people

Learning the art of survival in a "time of change"

The time we live in today has seen radical change thanks to the Internet. The foremost example is Amazon, the online shop. With one click, product is delivered to your door. Who could have imagined such a world? At QREC we can learn the art of surviving in just such a "time of change." We find a problem, brainstorm ideas as a team to resolve that problem, refine those ideas, and execute them. Different from normal classroom learning, the lectures are designed to guide each and every student to exercise their unique skills, communicate with each other, and to reach a conclusion. The course is fulfilling and the time well-spent. If you want to survive in this time of change, enroll in the QREC program and use it as a springboard for your growth. If you grow, then the world will look completely different!



1st year.
Department of Informatics,
Graduate School of
Information Science and
Electrical Engineering
Masakazu Kuze

【Courses】

- Advanced Lecture in Introduction to Entrepreneurship
- Advanced Lecture in Entrepreneurship Seminar I
- Advanced Lecture in Idea Lab I
- Advanced Lecture in Entrepreneurship Management I
- Advanced Lecture in Entrepreneurship Management II
- Advanced Lecture in Opportunity Recognition
- Advanced Lecture in Entrepreneurial Finance I
- Advanced Lecture in Technology Marketing I

Discovering surprising growth in myself from when I first enrolled in the University

When I entered Kyushu University, I did not know about QREC and have never even heard the word "entrepreneurship" before. I enrolled half due to curiosity and half due to a recommendation from an upperclassman, but I believe I have grown a surprising amount in one year. QREC lectures are different from other lectures. One is the focus on group work in the classes. QREC courses gather a wide array of people, from first year undergrads to graduate students and from the liberal arts to the sciences. Debating with others from different specialties and class years has exposed me to many people with thinking different from mine, expanding my perspective. The second are the great variety in special lecturers. We have frequent special visiting lectures and the opportunity to hear from current experts from different sectors is a valuable experience. The things I have learned in the program are applicable to any situation. I strongly recommend this program.



1st year,
Department of Electrical Engineering and Computer Science, School of Engineering
Mizuki Mori

【Courses】

- Introduction to Entrepreneurship
- Idea Lab I
- Opportunity Recognition
- Idea Lab II

Appealing QREC curricula. Read the syllabus carefully! You will regret it if you miss anything.

Let me introduce three advantages that I have gained through QREC from the standpoint of a QREC student. One is that I was able to learn about entrepreneurship. This is a force for creating new values in innovation and design thinking. These are not only required by entrepreneurs, but are qualities required by every business person. Second is that your breadth of knowledge increases. QREC has many appealing curricula (read the syllabus carefully, you will regret it if you miss anything). By learning business from a different angle, you will be able to gain a deeper understanding of your field of specialty as a result. Third is the synergy with other schools. The stimulation you can get from outside your major is significant. It will crack your shell of preconceived ideas and expand your thought processes. Friendships are born through group work. Such valuable education just cannot be gained by sticking only to your major.



2nd year,
Department of Business and Technology Management, Graduate School of Economics
Mamoru Masumoto

【Courses】

- Practical Training Program for Regional Management
- Management of Research and Technology
- Advanced Lecture in High-Tech Entrepreneurship
- Advanced Lecture in Corporate Entrepreneurship

● QREC offers the following specialty programs and projects.

Program (Education Programs)

Entrepreneurship Seminar | P.33

Organized and conducted in an omnibus style, the seminar program provides students with an opportunity to foster entrepreneurship and to consider their career path.

Kyushu University Robert T. Huang Entrepreneurship Program (QREP) | P.34

Designed to foster entrepreneurship and an international sensibility, this program was brought about thanks to the support of Dr. Robert T. Huang, a graduate of Kyushu University and Founder and former Chairman of SYNEX Corporation, as well as other individuals.

Project (Student Projects)

Challenge & Creation (C&C) | P.35

Funds not exceeding ¥500,000 will be provided from the President's discretionary budget for projects selected from ideas that are organized and planned by students and student groups.

The students work through the year to realize the goal of their projects.

Academic Challenge (AC) | P.36

AC is a research promotion program aimed at graduate students enrolled at Kyushu University. The aim of the program is for students to gain valuable research management experience through this sequence of hands-on exercises.

Startup Simulation program at the Kyushu University (QSHOP) | P.37

QSHOP offers students the opportunity to start businesses by setting up and managing stalls at the university's Kyudaisai Festival. Participating students are "entrepreneurs" receiving funds from "investors." They launch a simulated "company" store, and execute their business plan in the "market" at the Kyudaisai Festival.

Entrepreneurship Seminar I/II

<http://qrec.kyushu-u.ac.jp/en/entreseminar/>

An Interdisciplinary Entrepreneurship Education Program

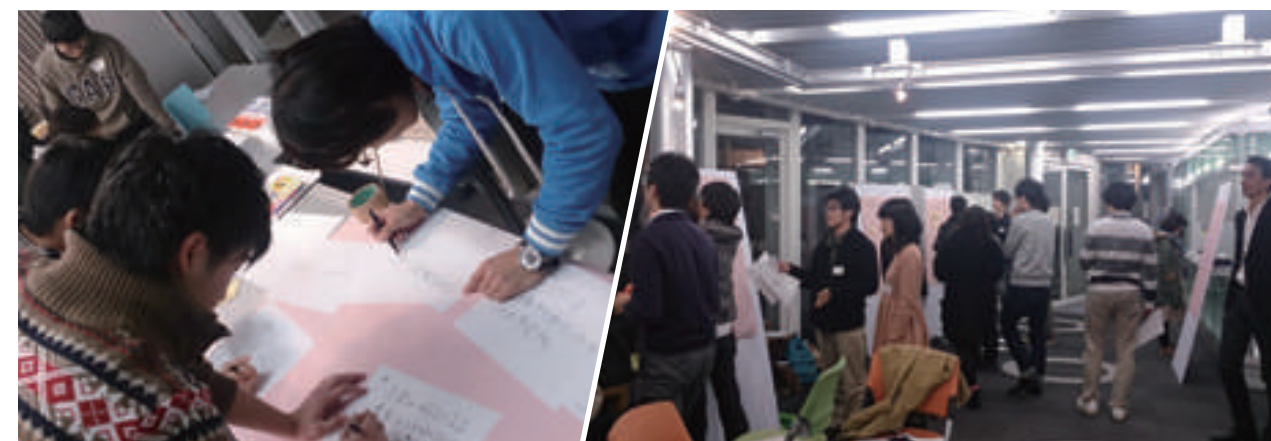
In order to create a new industry, along with research activities that produce the seeds of this new vision, professionals possessing the entrepreneurial spirit necessary to stand up to new challenges must be nurtured. At QREC, the goal is to develop the entrepreneurial spirit in our students and provide each of them with the opportunity to consider different career options. With this in mind, each year the Entrepreneurship Seminar I-II classes are planned out and presented in an omnibus format, inviting visiting lecturers from a broad spectrum of fields. Selection of the theme and lecturers, negotiations, organization and operation, including arranging the day's lecture program, are tasks completely delegated to the Student Planning Committee.

For the 2013 academic year, talks were held with every lecturer on the structure of the course with the following goals: to enable students to come in contact with various forms of entrepreneurship; to speak individually with lecturers to gain insight on resolving the problem they are facing; and to make new discoveries or resolve problems through group work. A special effort was made to form courses that emphasizes commenting in contrast to a listening-only environment. Furthermore, beginning in the 2013 academic year, Entrepreneurship I was modified to feature lectures on "career design" for students to consider their career path.



2013 Theme

Let's Talk – Let's Talk About Our Future



2013 Entrepreneurship Seminar II Lecture Schedule

Seminar #1 November 29 (Fri.) (6th Period)	Guidance (Orientation)
Seminar #2 December 6 (Fri.)	Mr. Yukio Kikuchi, Director , Bancho Law Firm
Seminar #3 December 13 (Fri.)	Mr. Hiroshi Tamura, Managing director, Re:public, Inc.
Seminar #4 December 20 (Fri.)	Mr. Sadaaki Kato, CEO, Piece of Cake, Inc.
Seminar #5 January 10, 2014 (Fri.)	Dr. Takahiko Nomura, CEO, Future Sessions Inc.; Professor, K.I.T. Toranomon Graduate School
Seminar #6 January 16, 2014 (Thu.)	Mr. Allen Miner, Chairman & CEO, SunBridge Corporation
Seminar #7 January 24, 2014 (Fri.)	Mr. Kengo Ito, Chief Accelerator, MOVIDA JAPAN Inc.
Seminar #8 January 31, 2014 (Fri.)	Ms. Chiharu Hatakeyama, Animal Butchery Workshop Lecturer/Hunter/Writer

12 Specialty Programs/Projects

Kyushu University Robert T. Huang Entrepreneurship Program (QREP) <http://qrec.kyushu-u.ac.jp/en/qrep>

Designed to Encourage a Spirit of Challenge and Global Awareness

Designed to foster entrepreneurship and an international sensibility, this program was brought about thanks to the support of Dr. Robert T. Huang, a graduate of Kyushu University, as well as other individuals. Students visit Silicon Valley in the U.S. for one week, attending lectures by a variety of noted instructors and exchanging opinions and information with Stanford University students and others. Through this process, students are afforded the opportunity to reflect on their career choices and develop a spirit of seeking out challenges and improving their international awareness.

This year, 20 students from the science and humanities faculties of Kyushu University as well as Graduate School participated together with four students from Waseda University, which has a special agreement with Kyushu University, and one other non-student. The program aggressively incorporated Silicon Valley hot-topics such as "design thinking" and "monozukuri (manufacturing)" and was well-received. The participants were surprised by the diverse sense of values existing in Silicon Valley, and being exposed to ways of life and corporate culture that were totally different to Japan provided a strong stimulus to the students, impacting greatly on their ideas of how to live their lives in the future.

Goals

- To nurture the entrepreneurial spirit (a spirit of seeking out challenges)
- To increase global consciousness
- To provide the opportunity to come in contact with a variety of values
- To improve individual self-awareness (assertiveness, independence)
- To reinforce the significance of subjects studied at university and improve the desire to learn
- To expose students to world-class research and business practices
- To allow students to develop knowledge related to starting a business and an understanding of actual business conditions
- To develop competitive professionals



2013 QREP Silicon Valley Schedule

March 2 (Sun.)	Arrival → Pass through immigration → Travel by bus (sightseeing in San Francisco) → QREP goals explained by Prof. Toru Tanigawa → "What do you want to study at SV?" Prof. Masahito Matsuo, Director of Kyushu U. CA Office → Informal discussions between Kyushu and Waseda University graduates: Welcome reception hosted by Kyushu U. CA Office
March 3 (Mon.)	Discussion on entrepreneurship and VC: Mr. Gen Isayama of WiL Founder → Discussion on entrepreneurship and new monozukuri: Mr. Yoshiki Endo, CEO of Beans International → Discussion on social entrepreneurship: Mr. Aaron Firestone, Manager at Benetech Inc. → Panel discussion on international careers: 5 exchange students from Stanford U., SJSU, and others
March 4 (Tue.)	Discussion on international careers and corporations: Oracle visit for discussions with Japanese employees → Discussion on technology management and international corporations: Cisco Systems visit → Discussion on creating new businesses: Plug & Play visit (presented by Japanese VB) → Discussion on entrepreneurship, entrepreneurial techniques, and participation in SVI seminar: Mr. Yoshinari Yoshikawa, CEO of Miselu Inc. as speaker
March 5 (Wed.)	Discussion on international management and careers: Mr. Hiroaki Yoshihara, former KPMG Vice Chairman → Panel discussion on international professionals: five business professionals from Apple, ATA VC, Applied Materials, Xilinx and other US businesses → Discussion on entrepreneurship and SV: Mr. Kazuhisa Terasaki of Evernote → Interim arrangement of issues / discussion → Panel discussion on research, technology, and careers: JBC (an organization for Japanese researchers in biology)
March 6 (Thu.)	Discussion on design innovation, IDEO visit → Stanford d.school tour → Techshop tour → Discussion on international business: participation in a class at Stanford University, discussion with Stanford University students (Prof. Richard Dasher) → Roundtable exchange of opinions with Stanford University students
March 7 (Fri.)	Discussion on human resources and global careers: Mr. Tomoyuki Tateno, MD, TP Partners → Discussion on entrepreneurship and the entrepreneurial spirit: Mr. Tatsunori Suzuki, CEO of Zeptor Co. → Overall arrangement of issues / discussion → Farewell reception given by Kyushu U. CA Office (Presentations by students with professors, graduates and others participating)
March 8 (Sat.)	Get ready to leave U.S. → Arrive in Japan

Challenge and Creation (C&C) <http://qrec.kyushu-u.ac.jp/en/cc>

A university-wide effort to promote one-year projects aided by grants from the President's discretionary budget

With the idea of producing a creative, challenging environment, C&C was begun in 1997 as an annual university-wide effort designed to provide assistance to unique ideas and research projects planned by Kyushu University students. The program now epitomizes Kyushu University's unique approach to education. Ideas and study projects proposed by individual students and groups of students are evaluated for novelty and societal impact, with eight teams being selected to receive up to ¥500,000 to support their activities to realize the project goals. About one year later, the teams present reports on their projects and are evaluated, with the honors going to the winning team.

For the 2013 academic year, nine projects were selected from 30 applications and featured a variety of projects. These included actual application development, research and development topics or workshops for regional development in collaboration with local communities that were refreshingly student-like. Some projects showed promise for further development by winning external awards or showing business potential.



C&C 2013 Schedule

- April/Applications begin to be accepted
- May 23 (Thu.)/Applicant Review Board convened (Of 30 applicants 9 were accepted)
- June 6 (Thu.)/Briefing on procedural matters
- October 17 (Thu.)/Mid-term presentation
- February 24, 2014 (Mon.)/Final presentation (President's Award in the 2013 academic year: 3 recipients)
- May 30, 2014 (Fri.)/President's Award Ceremony



C&C 2013 (President's Award Winners)

President's Award



Development of a new rotary wind tunnel capable of reproducing fluctuations in wind direction

(for researching energy loss due to yaw error of horizontal axis wind turbine)

- Representative name: Joshua Roan
- Undergraduate school/ The 21st Century Program
- Year/B1
- Category/Open theme

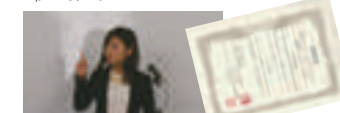
President's Award



Development of a communication helper tool for "gals"

Nikoichi Camera received the Best Application Award at the Information Processing Society of Japan Smartphone App Contest of September 12 and 13, 2013. The novelty of the targeted space and an interface that completely does without any functional inputs received high marks. *Nikoichi Camera is a camera app that synchronizes two devices.

- Representative name: Kyoko Kita
 - Graduate/Graduate School of Design
 - Department/Department of Design Strategy
 - Year/M1
 - Category/Open theme
- <Published in the Nishi Nippon Shimbun, April 3, 2014>



Excellence Award



Initiatives for start-up of Science Labo "MARCH," Kyushu's first experimental and developmental lab

- Representative name: Asami Inoue
- Graduate/Graduate School of Systems Life Sciences
- Department/Department of Systems Life Sciences
- Year/D3
- Category/Business creation

<Published in the Nishi Nippon Shimbun, February 18, 2014>

[Other selected projects]

Project name	Representative name	Graduate/Undergraduate school	Major/Department	Year	Category
"Radio design" project	Hirota Aratsu	Graduate School of Design	Department of Industrial Design	B3	Open theme
Project for musical instruments from renewable scrap material — converting "mottainai (thriftness)" to music	Jinpei Yoshimoto	Graduate School of Design	Department of Acoustic Design	B4	Open theme
Study and proposal of an automated music composition framework using a multi-agent systems	Hiroshi Kihara	Graduate School of Information Science and Electrical Engineering	Department of Informatics	M2	Open theme
Proposal for commercializing art by the disabled (The dandanbox Student Executive Committee)	Kanata Hara	Graduate School of Design	Department of Environmental Design	M1	Business creation
Create Together —NO border between you and me—	Eri Tsuruha	The 21st Century Program		B3	Business creation
"Farm Share House Shinohara" — A study for building a business model for regional revitalization by creating a student sharehouse that comes with a local collaborative farm	Kenji Yoshida	Graduate School of Human-Environment Studies	Department of Urban Design, Planning, and Disaster Management	M2	Business creation

Academic Challenge (AC)

http://qrec.kyushu-u.ac.jp/en/ac

A program supported with research grants for students to learn research management

Academic Challenge (AC) is a research promotion program aimed at graduate students enrolled at Kyushu University. Students plan out their own research projects with any necessary capital provided by the university and students carrying out the actual research. The aim of the program is for students to gain valuable research management experience through this sequence of hands-on exercises. In order to promote promising research to fuel future innovation, students are afforded the opportunity to display their creativity and flexibility by facing off against each other in the pursuit of academic research. A maximum grant of ¥500,000 is provided for each project. Launched in the 2008 academic year, there were 30 applicants with nine projects selected in the 2013 academic year. Many of the selections were from the Graduate School of Pharmaceutical Sciences and Graduate School of Sciences.

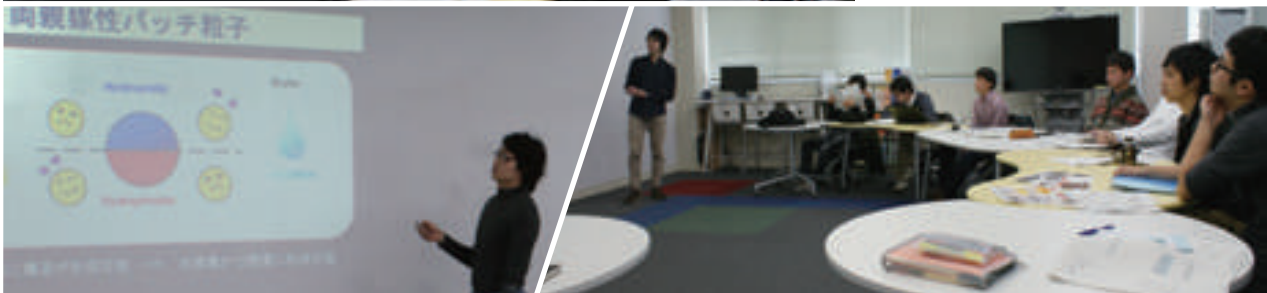
For Kyushu University Graduate Students

Academic Challenge



AC 2013 Schedule

- April/Applications begin to be accepted
- June 20 (Thu.)/Academic Challenge review board convened (Of 30 applicants 9 were accepted)
- June 27 (Thu.)/Briefing on procedural matters
- October 24 (Thu.)/Mid-term presentation
- February 25, 2014 (Tue.)/Final presentation



Sixth Academic Challenge 2013 Selections

Theme	Name	Graduate/Undergraduate school	Major/Department	Year
Realizing 3D colloidal crystals by amphipathic batch particles—A new approach using capillary flocculation	Tomohiro Noguchi	Graduate School of Sciences	Department of Physics	D1
A high-quality half-metal and creation of a silicon structure for realizing an ultra-low power consumption next-generation spin transistor	Kohei Tanikawa	Graduate School of Information Science and Electrical Engineering	Department of Electrical and Electronic Engineering	M2
[5] Helicene chirality-based multi-faceted applied research	Kosuke Yamamoto	Graduate School of Pharmaceutical Sciences	Department of Medicinal Sciences	D2
Development of a site-specific RNA chemical modification reaction with functional artificial nucleic acid and deployment to genetic information editing technology and labeling reactions	Daichi Jitsuzaki	Graduate School of Pharmaceutical Sciences	Department of Medicinal Sciences	D1
Environmental nanoparticles—Clarification of the response and mechanism between microorganisms	Shota Masaki	Graduate School of Sciences	Department of Chemistry	M1
Development of a single-crystalline high-grade Ge formation process for creation of an ultra-high speed LSI	Shunpei Muta	Graduate School of Information Science and Electrical Engineering	Department of Electrical and Electronic Engineering	M2
Development of a direct asymmetric alkenylation ketoimine reaction using a rhodium catalyst	Kazuhiro Morisaki	Graduate School of Pharmaceutical Sciences	Department of Medicinal Sciences	M2
Analysis of the activation mechanism of the MAVS proteins in the outer mitochondrial membrane involved in anti-viral immune responses utilizing bioluminescence resonance energy transfer (BRET)	Osamu Sasaki	Graduate School of Systems Life Sciences	Department of Systems Life Sciences	M2
Development of a high-performance spin torque nano-oscillator utilizing natural spin current	Keishin Tou	Graduate School of Sciences	Department of Physics	M2

Startup Simulation program at the Kyushu University (QSHOP)

http://qrec.kyushu-u.ac.jp/en/qshop

A program for learning the fundamentals of running a company and gaining hands-on experience of operating a company

QSHOP provides an opportunity for students to learn about starting businesses and management by means of the Kyudaisai Festival. As a hands-on experience of the process for starting a business using real cash, QSHOP is a project-based-learning (PBL) program.

Setting up a simulated store at the Kyudaisai Festival provides the opportunity to start a business. Students become “entrepreneurs,” establish a company organization, learn the fundamentals of business management, and experience hands-on operation of company management through the program. Not only do they set up the stall and conduct sales activities, they also announce a business plan and hold a general shareholders meeting. They also receive support from real-life sponsors (“venture capitalists”), certified public accountants, judicial scriveners, bank employees and so on.

The objective of the program is for each team to maximize its Return on Equity (ROE). In the process of determining the final rankings, they also learn about the activities of the other teams that are their business competitors.

In addition, the program is run completely by the students themselves, providing further real-life and hands-on business administration experience through the establishment of rules and management of the program. The program started in the 2011 academic year. For the 2013 academic year, the winning team planned and operated a unique on-stage game event.



2013 Status of QSHOP Implementation

April – mid May	Operation project recruitment of student members
May – June	Invitation to organizations to participate
July 27 (Sat.)	Orientation / Opening lecture
September end	Students divided up into teams and create business plans. Students consider what kind of business they want to engage in, what their sales target is, who their target customers are, how they will sell their products and so on, and prepare a business plan
October 30 (Wed.)	Business plan presentation and Examination board : Each team of entrepreneurs announces its business plan and negotiates with potential sponsors (“venture capitalists”), and then finalizes its business plan and investment ratio.
November to the day before the Kyudaisai Festival	Various submissions and preparations Establishment of companies and preparations for sales activities.
November 23, 24 (Sat. & Sun.)	Kyudaisai Festival: Sales activities Venue for entrepreneurs to present what they have prepared.
December 18 (Wed.)	General Meeting of Stockholders and Awards Ceremony Balance sheets recognized, business reports created. Dividends calculated, companies liquidated.
February 24, 2014 (Mon.)	C&C 2013 Final presentation : Presentation of activities for the program

Five teams participated in the 2013 academic year and the businesses shown below were established.

Winner:	1st Place	Q-spot. Co., Ltd.	Description: Game, shooting, cosplay
	2nd Place	Q.E.S.S. Co., Ltd.	Description: Sale of sweet potato spring rolls and warm beverages
	3rd Place	Clover	Description: Service provider (Challenge from Wally)
	4th Place	QBPH Co., Ltd.	Description: Sale of health foods, medical care demonstration
	5th Place	CLEW Co., Ltd.	Description: Sale of hot beverages and moffles



QREC Three-day International Workshop on Entrepreneurship Education (IWEE)

Sharing Good Practices of Entrepreneurship Education from around the World

—A Search for Educational Models that Create Innovation and Realize Young Peoples' Dreams—

Date: September 4 (Wed.) to 6 (Fri.), 2013 Venue: Hooh-no-ma Banquet Room, 2F, Nishitetsu Grand Hotel

Held over three days (September 4-6), this was the first international workshop on entrepreneurship education to be organized and operated by QREC. This international workshop invited entrepreneurship educators from Japan and overseas to participate, and the participants from 11 Western and Asian countries were able to deeply discuss issues such as the shape of entrepreneurship education as well as educational methods and materials. Conducted entirely in English, with no simultaneous interpretation, the event was a full-blown international workshop. On Day 1 of the three-day international workshop, under the theme "From Motivation and Idea Generation to Value Creation," discussions focused mainly on the shape of entrepreneurship education at the basic level.

Following the Opening Address by QREC Director General Toru Tanigawa, presentations were made by five speakers from overseas—including the Keynote Address by Dr. Robert T. Huang—and issues raised. The themes and educational methods presented—such as educational and human resources training methods using "design thinking" and technology and business generation in developing countries—were ones that had not been discussed very much in Japan previously, and so the question and answer session between speakers and attendees was lively, and the day was very meaningful.

On Day 2, under the theme "From Knowledge and Methodology to Taking Action", presentations and discussions were conducted on the process from entrepreneurial ideas to actual actions.

Presentations were made by five speakers from home and abroad—including Dr. Ching Yao Huang of Taiwan's National Chiao Tung University (NCTU), which has an established reputation for entrepreneur education and university-launched venture development—and issues were raised, and like on Day 1, there was a lively exchange of opinions between the speakers and attendees. The final presentation, entitled "Entrepreneurship Education at QREC, Kyushu University—From Awareness to Real Value Creation," was made by Associate Professor Shingo Igarashi, the Deputy Director General of QREC, the host of the event, and described QREC's educational initiatives.

On Day 3, under the theme "Summary and Discussion of Current Situation," representatives from Japan, Indonesia, Thailand, and UNESCO Asia made presentations and a panel discussion was held.

In addition to learning the issues being faced in various regions from the status reports on entrepreneurship education in various Asian countries that were presented, for participants the sessions provided hints for the shape of entrepreneurship education in their own country and region.

In summarizing the workshop discussions, the importance for any country or region of entrepreneurship education in training human resources responsible for innovation and the great importance of forums such as this workshop for sharing information internationally in order to further expand entrepreneurship education were both confirmed. Moreover, the UNESCO Asia representative attending the workshop proposed that an entrepreneurship education network be set up in the Asia region, and the international workshop was an extremely meaningful event.

On the afternoon of Day 3, after the workshop had concluded, as an excursion those participants who wished to do so went on an bus tour of scenic and historical Karatsu, enjoying the opportunity to experience Japanese traditions and culture. The tour was extremely well received, and the network between participants was strengthened even further.

See also "4 2013 Topics" p.8-9

QREC Alumni Kick-off Meeting (Tokyo)

*Alumni registration can now be carried out on QREC website.

Date: March 14, 2014 (Fri.) Venue: Tokyo 21c Club, 10F, Shin-Marunouchi Building

With QREC lectures now in their third year, the number of students who have studied at QREC and student committee members such as entrepreneurship seminar and Startup simulation program at the Kyushu University (QSHOP) steering committee members is growing. Furthermore, when participants in the Entrepreneur Seminar (now the Entrepreneurship Seminar), which has been conducted continuously since before QREC's establishment, and the Kyushu University Robert T. Huang Entrepreneurship Program (QREP) in which students undergo training in Silicon Valley in the U.S., are also included, former QREC students have been going out into society since approximately 10 years ago. Thus this event was planned for alumni who have participated in QREC lectures or projects in the past with the aims of (1) providing them with an opportunity to reconfirm their networks with the former classmates with whom they used to study and (2) encouraging them to recall the spirit of challenge and motivation they experienced in the past. Held at Tokyo 21c club, the event was jointly hosted by QREC and QREC business partner Mitsubishi Estate Co., Ltd. Speeches were made by guest speakers Ryuichiro Sugimoto, Acting Representative of LinkedIn Japan, which is located in the incubation facilities of Mitsubishi Estate Co., Ltd.; Makio Sasa, Japan Representative of the Palo Alto Research Center (PARC); and Shuhei Morofuji, CEO of SMS Co., Ltd., which he started-up after graduating from Kyushu University.

This meeting has been positioned as an event for making known QREC's current activities, and as such it is to be held regularly in the future at a pace of two meetings a year—one in Fukuoka and one in Tokyo.



QREC/KASTEC Collaborative Bioventure Seminar

—World-changing Bioventure Growth Strategies—

Date: 16 December, 2013 (Mon.) Venue: Conference Room, 6F, ACROS Fukuoka

In cooperation with the Art, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC), the founder of MediciNova Inc.—an American drug discovery venture that has achieved stock market listing in both Japan and the United States—was invited to speak at a jointly organized seminar on December 16. Bioventure entrepreneurship and growth strategies is a field that there are few opportunities to hear about, and attendees were very appreciative to hear about the speaker's actual experiences regarding growth strategies and entrepreneurship implementation. Vice-President Masatsune Okajima, of MediciNova, who played a part in the dual Japan-US stock market listing, also made an appearance, and attendees were able to hear him talk about differences between stock market listing in Japan and the United States, differences between investor groups, characteristics of drug discovery venture stock and in particular MediciNova's performance trends, funding procurement history, portfolios, the workplace, and various other points, painting a highly valuable image of the company's growth trajectory from its establishment up until the present.



QREC Workshop

Hands-on Workshop on Co-creation Skills Using LEGO Blocks and Serious Play —Creating a Career Design for Your Future—

Date: May 12, 2013 (Sun.) Venue: Silicon Valley Room, 2F, EC Building, Kyushu University Hakozaki Campus



On May 12, Mr. Takashi Hasunuma and Mr. Masao Ishihara from Robert Rasmussen and Associates, certified facilitators of LEGO Serious Play™ in Japan, came to Kyushu University to present a hands-on workshop on co-creation skills using LEGO blocks and serious play.

Although at a glance LEGO looks like play, these blocks are not merely children's toys and are gaining attention as an important tool for creating visions for organizations and developing careers for individuals. Under the theme "A Piece Expressing Your Career Plan for Five Years in the Future as well as the Present", the workshop enabled students to experience the processes of problem-solving and idea generation/realization. Beginning with practice assembling the LEGO blocks that were distributed to them, students learned how to use the LEGO as they reassembled the blocks into various shapes. As a means of expressing one's own thoughts, using LEGO differed greatly from expressing words vocally, and students were able to understand that the LEGO method was one that enables awareness to be shared amongst many people, including visually.

Moreover, faculty were also able to deepen their understanding of LEGO blocks as useful teaching materials for advancing innovation education.

Organized by QREC & KASTEC/2013 Asia Round Table

Are Japanese the Least-most Adventurous People in the World?

—Learning from the Success of *Wakyo* (overseas Japanese entrepreneurs)—

Held simultaneously: Kyushu University Robert T. Huang Entrepreneurship Program (QREP) 2013 Presentation of Participating Student Results
—Learning Major Strategies for Expanding Japanese Businesses Overseas from Silicon Valley—

Date: March 21, 2014 (Fri.) Venue: Conference Room, 9F, JR Hakata City

Jointly hosted by QREC and the Art, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC), the 2013 Asia Round Table was held on March 21 (Fri.). In addition, as in previous years, the report presentation of Kyushu University and Waseda University students who participated in the week-long Kyushu University Robert T. Huang Entrepreneurship Program (QREP) training in Silicon Valley in the U.S., which is held annually in early March, was held concurrently with the Round Table.

Focusing on overseas Japanese entrepreneurs (known as *Wakyo*), for the 2013 Asia Round Table Mr. Hiroaki Matsumoto—whose human resources business is based in Hong Kong—and Ms. Sachiyo Suzuki—who is disseminating Japanese sake and culture based in Thailand—were invited to speak about their personal experiences, how they came to establish their companies, and their plans for the future. In addition, Mr. Ryuzo Nakaya—who recently returned to Fukuoka City after living in Silicon Valley—presented a report on the activity status of Japanese people in Silicon Valley, providing an opportunity for thinking about global challenges. Approximately half the meeting's attendees were from outside Kyushu University, and the audience listened with deep interest to the descriptions of business operations overseas. Many questions were very practical in nature, and a highly worthwhile discussion was achieved.



QREC Summer Camp 2013 with Deloitte Tohmatsu Consulting Co., Ltd.

—Learning the analytical methods of consultants—

Date: September 18 (Wed.) to 20 (Fri.), 2013

Venue: Silicon Valley Room, 2F, EC Building, Kyushu University Hakozaki Campus

For three days between September 18 (Wed.) and 20 (Fri.), QREC held a workshop with Deloitte Tohmatsu Consulting Co., Ltd. to study corporate consulting. Participating students used actual frames utilized on a daily basis in consulting, experiencing research techniques, problem analysis, and strategy planning in group work and them making presentations of their results on the final day. Held for the second time, the theme for the camp was the same as for the previous year: "Marketing with the goal of doubling inbound tourists to Kyushu". The Kyushu Tourism Association was set as the client; students carried out an analysis of the current situation on the familiar theme of tourism, planning and presenting a proposal to the target client on the final day. For the students who participated, the workshop provided a good opportunity for learning about business and logical thinking through techniques used in the consulting industry.



QREC invites guest lecturers depending on the lesson. In the 2013 academic year, a wide variety of guests kindly held classes for QREC.

Aristoteles Partners, Inc.	Representative Director	Mr. Satoshi Koga
Aqumen Biopharmaceuticals, K.K.	Chief Executive Officer and President	Dr. Tadahisa Kagimoto
IDEO Tokyo	Senior Design Lead	Mr. Michael Peng
IDEO Tokyo	Business Design Lead	Mr. Kenichi Nonomura
IDEO Tokyo	Designer	Mr. Seisho Sumida
IDEO Asia	Managing Director	Mr. Sungene Ryang
International Design Business Management programmes, Aalto University	Professor	Dr. Peter McGrory
Etang.com	Founder	Mr. Haisong Tang
SMS Co.,Ltd.	Chairman and Representative Director	Mr. Shuhei Morofuji
SCS Trading Co., Ltd.	Managing Director	Ms. Sachiyo Suzuki
Faculty of Information Science and Electrical Engineering, Kyushu University/Grameen Communications	Associate Professor/Director of GCC Project	Assoc. Prof. Ashir Ahmed
Office for the Planning and Coordination of International Affairs, Kyushu University	Research Professor	Research Prof. Akio Kagawa
Carrier Integration Inc.	Representative Director and Overseas Placement Advisor	Mr. Hiroaki Matsumoto
Claremont Graduate University	Ph.D. Student	Mr. Masakatsu Ono
Kenko.com Inc.	President and CEO	Mr. Genri Goto
Faculty of Environment and Information Studies, Keio University	Associate Professor	Assoc. Prof. Hiroya Tanaka
Kopernik	Co-Founder, CEO	Mr. Toshihiro Nakamura
Kopernik	Representative, Kopernik Japan	Ms. Hiromi Tengeji
SunBridge Corporation	Chairman & CEO , Sun Bridge Group.	Mr. Allen Miner
Shikumi Design, Inc.	President	Dr. Shunsuke Nakamura
See-D	Representative	Dr. Ken Endo
See-D	Staff	Mr. Tomohiro Nakatate
See-D	Staff	Mr. Yuichi Shiga
National University of Singapore Entrepreneurship Centre	Director for NUS Entrepreneurship Center/Professor	Dr. Poh Kam Wong
Kyushu Branch, JAFCO Co., Ltd.	Branch Manager	Mr. Nobuyoshi Yamagata
JICA Kyushu	Civic Participation Support Coordinator	Ms. Chieko Maruyama
Smiles Co., Ltd.	President	Mr. Masamichi Toyama
ThreePro Group Inc.	Chairman	Dr. Robert T. Huang
Startup Weekend Dusseldorf	Organizer	Mr. Daniel Bartel
SEIA Co., Ltd.	President	Mr. Makoto Kagiya
Former member of the House of Councilors		Mr. Kotaro Tamura
National Chiao Tung University	Professor, Department of Electronics Engineering	Dr. Ching Yao Huang
Terra Motors Corporation	Founder & CEO	Mr. Toru Tokushige
DBJ Capital Co.,Ltd.	Managing Director	Mr. Yasuhisa Yamaguchi

The speakers are listed in Japanese alphabetical order by company name. The positions and titles below are current as of the time of the lecture by the speaker.

Toho Tenax Co.,Ltd.	Representative Managing Director	Mr. Takashi Yoshino
Deloitte Touche Tohmatsu LLC	Total Service Department Manager	Mr. Toshiaki Fujiura
The Institute of Statistical Mathematics	Professor	Prof. Hiroshi Maruyama
Division of University Corporate Relations, The University of Tokyo	Professor/General Manager, Office of Science Entrepreneurship and Enterprise Development	Dr. Shigeo Kagami
Nippon Technology Venture Partners	Unlimited liability partner (general partner)	Mr. Kazutaka Muraguchi
Nikkei Business Publications, Inc.	Chief Editor, Nikkei Design	Mr. Kazuya Shimokawa
Bilingual Group., Ltd.	President	Ms. Akiko Gono
Bancho Law Firm	Director	Mr. Yukio Kikuchi
Piped Bits Co., Ltd.	Representative Director, President and CEO	Mr. Nobuaki Satani
Palo Alto Research Center Inc. (PARC)	Japan representative	Dr. Makio Sasa
Hitotsubashi University Intellectual Property Strategy Promotion, Cabinet Secretariat	Professor/Former Director, Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat	Prof. Haruhiko Andoh
Hitachi, Ltd. Strategy Planning Division, Corporate Planning Office	Director	Mr. Toshikazu Nishino
Piece of Cake, Inc.	CEO	Mr. Sadaaki Kato
PMT Corporation	President	Mr. Tadayuki Kyotani
Fathering Japan	Deputy representative	Mr. Tetsuya Ando
Fukuoka Directive Council (Fukuoka D.C.)	Director-General	Mr. Taichi Goto
FVC Co., Ltd.	President & CEO	Mr. Keiji Imajo
Future Sessions Inc./K.I.T. Toranomom Graduate School	CEO/Professor	Dr. Takahiko Nomura
Freelance	Animal Butchery Workshop Lecturer/Hunter/Writer	Ms. Chiharu Hatakeyama
World Heritage Registration Promotion Division, Fukuoka Prefectural Government	Assistant Section Chief (Former Director of the Fukuoka Prefecture San Francisco Office)	Mr. Ryuzo Nakaya
Hospitable Corp.	Representative Director	Mr. Ippei Matsukiyo
minna. Inc.	CEO	Mr. Yusuke Hamano
Tokyo Client Business Development Office, Area Brand Management Department, Mitsubishi Real Estate Co., Ltd.	Office Director	Mr. Katsunori Tanaka
Mitsui Sumitomo Insurance Venture Capital Co., Ltd.	Investment Development Partner	Mr. Takashi Tsutsumi
MediciNova, Inc.	President & CEO	Dr. Yuichi Iwaki
MediciNova, Inc. Japanese Office	Head of Japanese Office/Vice President	Mr. Masatsune Okajima
Mori Building Co., Ltd.	Senior Advisor	Mr. Goro Watanabe
MOVIDA JAPAN Inc.	Chief Accelerator	Mr. Kengo Ito
Motorola Solutions Japan	Corprate Vice President, Dr.	Dr. Mohammad Akhtar
UMC Electronics Co., Ltd.	Director and Senior Executive Officer, Vice Director General of the Administrative Division and Director of the Corporate Planning Office	Mr. Katsuhiko Ishibashi
Republic, Inc.	Managing director	Mr. Hiroshi Tamura
LinkedIn Japan	Acting Representative of Japan Office	Mr. Ryuichiro Sugimoto
Robert Rasmussen and Associates, Japan	Representative director Certified Facilitator, LEGO® Serious Play	Mr. Takashi Hasunuma
Robert Rasmussen and Associates, Japan	Director Certified Chief Facilitator, LEGO® Serious Play	Mr. Masao Ishihara

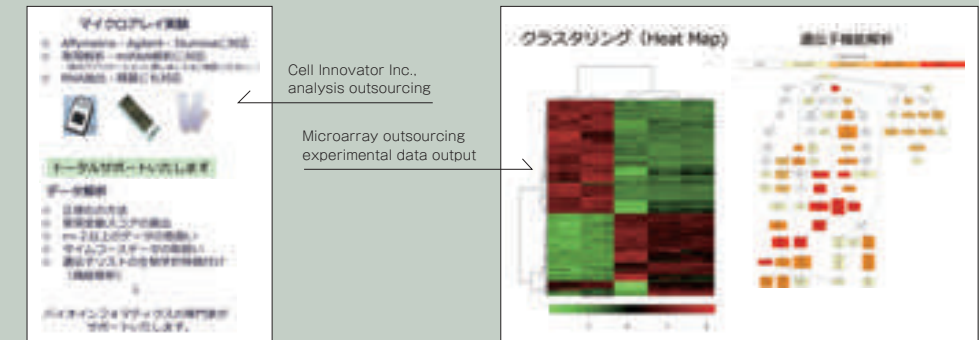
15 Incubation (Research and Implementation Support)

First Floor,
Room #101



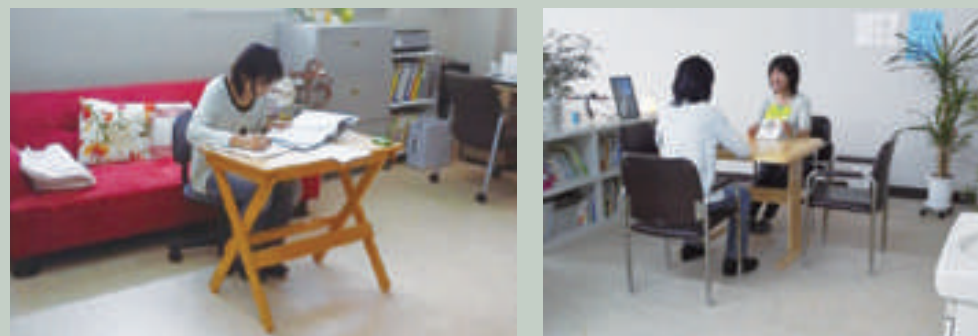
Affiliation/Vice Inc.
Staff Responsible for Use/Tomotaka Imaji, President
Project Name/Development and deployment of content and software

Second Floor,
Room #202



Affiliation/Cell Innovator Inc.
Staff Responsible for Use/Masamitsu Saito, Representative Director (Formerly Yoshimasa Ono)
Project Name/Research Project Related to Microarray Experimental Methods and Experimental Data Analysis Techniques

First Floor,
Room #101



Affiliation/Beautiful Sunday LLC
Staff Responsible for Use/Takako Kitajima, Representative
Project Name/Counseling Visits

Second Floor,
Room #204



Affiliation/Department of Environmental Medicine, Faculty of Medical Science, Kyushu University
Staff Responsible for Use/Akiyo Tanaka, Assistant Professor
Project Name/Development of Evaluation System for Pulmonary Advers Effects of Various Carbon and Metal-Based Nano-Material

First Floor,
Room #102



Affiliation/Faculty of Sciences Kyushu University
Staff Responsible for Use/Kaoru Kashima, Associate Professor
Project Name/An International Community Program Concerning the Hydrological Cycle and Aquatic Environment in Arid Regions as Well as Future Predictions and Countermeasures for These Areas

Incubation



Silicon Valley Room

Located in Room #201 on the second floor of the Entrepreneurship Center Building, the Silicon Valley Room opened in April of 2011.

It is divided into four rooms, and also features a public space that may be used for meetings and exchanges by students enrolled at Kyushu University who have been selected to participate in C&C and AC, as well as students taking QREC courses.

Most of the wall surface of the Silicon Valley Room is covered with whiteboard, which helps make the space very versatile.

Public Space [Holds up to about 30 persons]

An exchange space equipped with a shared desktop PC, copier (requires money to operate), video conference system, a wireless projector, a mobile whiteboard, a speaker, a Audio Mixer, two microphones (one wireless, one pin type) and a Wi-Fi for guests

Palo Alto Room [Holds up to about 10 persons]

Meeting room (Priority usage for QREC faculty and staff)

Mountain View Room [Holds up to about 10 persons]

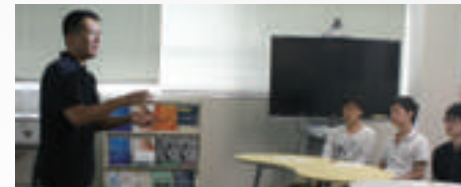
Meeting room (Priority usage for students)

San Jose Room [Holds up to about 10 persons]

Meeting room (Priority usage for students)

Each room is equipped with the university's Wi-Fi service, kitenet and edunet.

NOTE:With the temporary removal of the partition dividing the Mountain View and San Jose rooms, these rooms may be combined into one large space.
NOTE:All of the walls of the room be used as whiteboards



Sozo Pavilion (Seminar Room / Reading Room)

Kyushu University faculty, staff and students enrolled at the university who are working on their C&C or other projects have access to the seminar and reading rooms located on the 2nd floor of the Sozo Pavilion. These two rooms are utilized chiefly by the C&C examination board, as well as for academic meetings and as a lecture hall. Desks and chairs may be arranged as the participants see fit, so these rooms are ideally suited for group work, workshops, and similar activities.

Seminar Room [Holds up to about 60 persons]

One projector (suspended ceiling type), one PC connection cord, four microphones (two wireless, one desktop type, one pin type), one DVD player (with remote control), one VHS video player (with remote control), whiteboard, video conferencing system, Hard disk picture recording system, spotlight (lighting), four easels with memo pad, a Wi-Fi for guests

Reading Room [Holds up to about 12 persons]

One projector (suspended ceiling type), one projector remote control, one PC connection cord, whiteboard

Each room is equipped with the university's Wi-Fi service, kitenet and edunet.

NOTE:Projector screens are available in both rooms.

