

New Business Creation (Syllabus)

ニュービジネス・クリエーション



1. Instructors

Prof. W. Aulet, Managing Director of the Martin Trust Center
for MIT Entrepreneurship

Prof. M. Takata, QBS & QREC

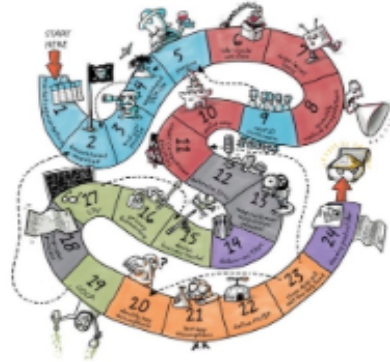
2. Course Description

This course covers the essence of the book “Disciplined Entrepreneurship” written by Prof. W. Aulet, Managing Director of the Martin Trust Center for MIT Entrepreneurship, which includes the process of identifying and quantifying market opportunities, then conceptualizing, planning, and starting a new, technology-based enterprise. Students learn how to develop business plans for a startup. It is intended for students who want to start their own business, further develop an existing business, be a member of a management team in a new enterprise, or better understand the entrepreneur and the entrepreneurial process. Since this course is offered as part of the EDGE-NEXT of the Ministry of Education, Culture, Sports, Science and Technology (MEXT)/JST, students and faculty members (observers) of other universities will participate in this course. The lectures will be conducted entirely online (Zoom) with a real-time connection between the United States and Japan. Almost all the part will be delivered in English.

本科目は、MIT(マサチューセッツ工科大学)アントレプレナーシップ・センターのマネジング・ディレクターであるビル・オーレット教授が著した書籍「ビジネス・クリエーション」のエッセンスをカバーし、市場機会を特定把握したうえで、テクノロジーを駆使した新しいスタートアップ企業を構想・計画し、起業するまでのプロセスを学びます。受講者は、スタートアップ設立のための事業計画の作成方法を学びます。自分のビジネスを立ち上げたい、既存のビジネスをさらに発展させたい、新しい企業の経営陣の一員になりたい、起業家と起業のプロセスをよりよく理解したいと考えている学生を対象としています。なお、本科目は、文科省/JSTのEDGE-NEXTの一環で開講されるため、他大学の学生や教員(オブザーバー)も参加します。講義は、米国と日本をリアルタイムで接続し、全てオンライン(Zoom)で行います。基本言語は英語です。

WHAT IS DISCIPLINED ENTREPRENEURSHIP?

Disciplined
Entrepreneurship is a
systematic and rigorous
24 step to build new
innovation-based
ventures, created at MIT.



<https://www.d-eship.com>

3. Schedule & Course Structures

Day 1 (9:00~12:00, Jan. 9th, 2021, JST)

- 1) Introduction of Entrepreneurship
- 2) Who is your customer? What can you do for him/her?
- 3) Team exercise

Day 2 (9:00~12:00, Jan. 10th, 2021, JST)

- 4) How does your customer acquire your product?
- 5) How do you make money off your product?
- 6) Team exercise

Day 3 (9:00~12:00, Jan. 11th, 2021, JST)

- 7) How do you design & build your product?
- 8) How do you scale your business?
- 9) Team presentation

4. Grading

Class participation (30%), contribution in discussion (40%), and the quality of final presentation (30%)

5. Admission Capacity

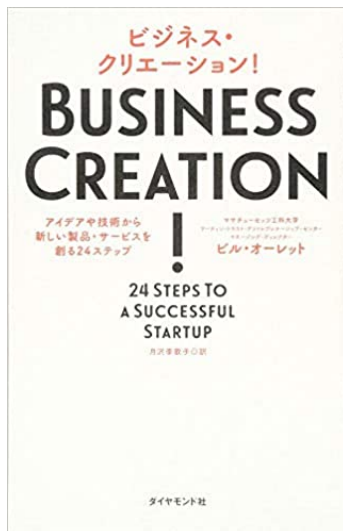
-50 students from Kyushu U., and 20 students from EDGE-NEXT consortium member universities
-Faculty from EDGE-N consortium member universities will be allowed to observe (1 or 2 faculty per each)

5. Textbook

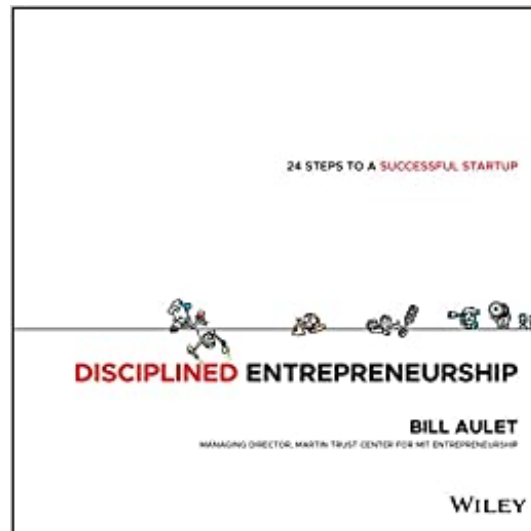
-Purchasing textbook will be strongly recommended.

- 1)「ビジネス・クリエーション！」,ビル・オーレット著, ダイヤモンド社
→日本人学生向け
- 2) Disciplined Entrepreneurship: 24 Steps to a Successful Startup, W. Aulet, Wiley
→for non-Japanese students
- 3) Disciplined Entrepreneurship Workbook, W. Aulet, Wiley

Useful website ; <https://www.d-eship.com>



(日本人向けテキスト)



(Textbook for non-Japanese)

6. Contact & Course Registration

【Course Registration/履修登録方法】

Please apply the following link./下記リンク先よりお申込みください。

<https://qrec.kyushu-u.ac.jp/regist/>

〈Contact〉

staff@qrec.kyushu-u.ac.jp (QREC: Ms. Nakahara/中原)