HITOTSUBASHI UNIVERSITY

- Founded in 1875
- The first and the only university in Japan to specialize exclusively in the humanities and social sciences
- Located in Kunitachi City (Western Suburb of Tokyo)

WEB:
http://www.hit-u.ac.jp/eng/

VIDEO:
Introduction to Hitotsubashi University
https://www.youtube.com/watch?v=TMAXYVbKHhc
HITOTSUBASHI ICS

- Founded in 2000
- Japan’s first national university business school, providing 100%-English, Full-time MBA Program, DBA Program, and Executive Education Programs
- Located in Hitotsubashi, the birthplace of the university and at the central downtown Tokyo.

WEB: http://www.ibs.ics.hit-u.ac.jp/

VIDEO: MBA in Japan, Hitotsubashi ICS Tokyo
https://www.youtube.com/watch?v=qYMpP06JNlQ
HITOTSUBASHI ICS

From Stations Nearby:
- From Jimbocho Station: 3 min. walk from A-8, A-9 exit.
- From Takebashi Station: 4 min. walk from 1-B exit.

Address:
Hitotsubashi ICS
Graduate School of International Corporate Strategy,
Hitotsubashi University
2-1-2 Hitotsubashi, Chiyoda-ku, Tokyo 101-8439 Japan
Phone: +81.3.4212.3094/3075
THE PROGRAM

GNAM, GNW, & GNW TOKYO
GNAM | Global Network for Advanced Management

Network of 29 business schools around the world, pursuing to advance innovation in management education.
One-week Intensive Program in March 13-17, 2017
Participated by 18 GNAM Member Schools
GNW TOKYO | Innovation x Globalization: Japan Style

● WHEN: March 13-17, 2017
● WHO: 60 MBAs from 20 GNAM business schools
● WHAT: To help students see unique innovation & globalization challenges facing Japanese business and economy through exposure to a variety of corporate practices and market phenomena in Tokyo and Japan.

● Classroom sessions at:

● Company sessions by:

● Field visits to:
  Akihabara, Asakusa, Harajuku, Kamakura, Roppongi, Shibuya, Sugamo, etc.
FOUNDATIONS: COUNTRY & CULTURE
1. Japan as National Innovation System (Y. Fujikawa)
2. Cool Japan & NeXTOKYO Project (T. Umezawa)
4. Japanese Culture (M. Kimura, M. Nishisaka)

COMPANY SESSIONS
1. SoftBank Robotics
2. P&G Japan
3. MUJI: Store Operation
4. GE Japan
5. HONDA UNI-CUB
6. MUJI: Globalization Strategy

FIELD VISITS
1. TOKYO | Old & New
   (Akihabara, Asakusa, Harajuku, Roppongi, Shibuya, Sugamo, etc.)
2. MUJI | Flagship Store in Yurakucho
3. HONDA | ASIMO Demonstration
4. KAMAKURA | Zazen and Shrine

FOUNDATIONS: CONCEPTS & FRAMEWORKS
3. Competitiveness & Clusters (E. Osono)
5. Knowledge Management (K. Ichijo)
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<thead>
<tr>
<th>DAY</th>
<th>Mar 13 (Mon)</th>
<th>Mar 14 (Tue)</th>
<th>Mar 15 (Wed)</th>
<th>Mar 16 (Thu)</th>
<th>Mar 17 (Fri)</th>
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<tbody>
<tr>
<td>8:00 - 8:30</td>
<td>INTRODUCTION &amp; TEAM BUILDING</td>
<td>COMPANY SESSION 1</td>
<td>COMPANY SESSION 3</td>
<td>COMPANY SESSION 4</td>
<td>COMPANY SESSION 5</td>
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<tr>
<td>8:30 - 9:00</td>
<td>Y. Fujikawa &amp; E. Osono 0830-0930</td>
<td>Muji Store Operation</td>
<td>Speaker: M. Oguri, Ryohin Keikaku</td>
<td>Speaker: R. Morimoto, Y. Oshima, S. Watanabe, M. Azuma, M. Nozue</td>
<td>K. Ichijo 0900-1030 (@ICS)</td>
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<td>9:00 - 9:30</td>
<td>FOUNDATION 1</td>
<td>SoftBank Robotics</td>
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<td>9:30 - 10:00</td>
<td>Japan as National Innovation System</td>
<td>Speaker: F. Gunji, SoftBank Robotics</td>
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<td>10:00 - 10:30</td>
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<td>Y. Fujikawa &amp; E. Osono 1000-1130 (@ICS)</td>
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<td>10:30 - 11:00</td>
<td>BUS TO SOFTBANK 1000-1030</td>
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<td>11:00 - 11:30</td>
<td>OFFICE WORKSHOP</td>
<td>COMPANY SESSION 2</td>
<td>COMPANY SESSION 3</td>
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<td>11:30 - 12:00</td>
<td>Speaker: P&amp;G Japan</td>
<td>Speaker: H. Maehara, Honda Motor</td>
<td>Speaker: M. Kimura &amp; M. Nishisaka</td>
<td>Speaker: K. Suzuki, Ryohin Keikaku</td>
<td>Knowledge Management</td>
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<td>12:00 - 12:30</td>
<td>LUNCH AT ICS 1200-1300</td>
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<td>13:00 - 13:30</td>
<td>FOUNDATION 2</td>
<td>COMPANY SESSION 2</td>
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<tr>
<td>13:30 - 14:00</td>
<td>Cool Japan &amp; NextTokyo</td>
<td>Speaker: C. Navales, P&amp;G Japan</td>
<td>Speaker: Y. Fujikawa &amp; E. Osono 1300-1430 (@ICS)</td>
<td>Speaker: Y. Fujikawa &amp; E. Osono 1300-1530 (@ICS)</td>
<td>Muji Store Operation</td>
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<td>14:30 - 15:00</td>
<td>FIELDVISIT 1</td>
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<td>15:00 - 15:30</td>
<td>Tokyo Tower &amp; New</td>
<td>Speaker: Muji Flagship Store</td>
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<td>15:30 - 16:00</td>
<td>Akihabara, Asakusa, Shibuya, Sugamo, etc.</td>
<td>Team Activity 1430-1800</td>
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<td>16:00 - 16:30</td>
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COMPANY SESSIONS

COMPANY SESSION 1
SoftBank Robotics

COMPANY SESSION 2
P&G Japan
http://jp.pg.com/

COMPANY SESSION 3 & 6
MUJI
https://www.muji.com/jp/

COMPANY SESSION 4
GE Japan
http://www.ge.com/jp/

COMPANY SESSION 5
HONDA UNI-CUB
http://www.honda.co.jp/UNI-CUB/
FIELD VISIT 1 | TOKYO | Old & New

Tokyo Life
Shibuya night life stands out as some of the most active in the city.

Tokyo Life
Spring and summer festivals break out around the city as shown here during Sanja Matsuri in May.

Tokyo Life
Rainbow Bridge in Tokyo bay is a main city landmark, taking traffic and roll to Odaiba Port Town.

Tokyo Life
Cherry blossoms come out once a year in early spring sparkling petals, picnics and sightseeing.

Tokyo Life
Subway and rail are the main methods of transportation in the city.

Tokyo Life
Green is still in abundance in a city thought to be only concrete and pavement. Omotesando is a popular shopping district.

http://www.ics.hit-u.ac.jp/campus/tokyo-life
Muji Yurakucho – Flagship Store

Even in stylish Yurakucho, Muji sticks to its principles
FIELD VISIT 3 | HONDA | ASIMO Demonstration

SEE ASIMO.
Honda's Advanced Step in Innovative MObility

FIELD VISIT 4 | KAMAKURA | Zazen & Shrine

KAMAKURA VISIT | Engakuji (Zen Temple)

Engakuji Temple •

Engakuji Temple is one of the leading Zen temples in Eastern Japan and the number two of Kamakura’s great Zen temples. Engakuji was founded by the ruling agent Hojo Tokimune in the year 1321, a year after the second invasion attempt by the Mongols had been repulsed. One purpose of the visit was to pay respect to the fallen Japanese and Mongolian soldiers.

Engakuji is built on the slopes of Kitakamakura’s forested hills. The first main structure encountered upon entering the temple grounds is the Senmon main gate, which dates from 1769. Behind it stands the temple’s main hall, the Butsuden, which displays a wooden statue of Shakyamuni Buddha. The Butsuden was rebuilt relatively recently in 1964 after the former building was lost in a fire.

KAMAKURA VISIT | Tsurugaoka Hachimangu (Shinto Shrine)

Tsurugaoka Hachimangu •

Tsurugaoka Hachimangu is Kamakura’s most important shrine. It was founded by Hojo Tokiyori in 1168, and enlarged and moved to its current site in 1339 by Hojo Tokimune, the founder and first shogun of the Kamakura government.

The shrine is dedicated to the patron god of the Hojo family and is one of the most important Shinto shrines in Japan. The famous stone statues of the Hojo family are housed in the shrine.

KAMAKURA VISIT | Kamakura Daibutsu (Great Buddha)

Great Buddha of Kamakura (Daibutsu) •

The Great Buddha of Kamakura (Kamakura Daibutsu) is a bronze statue of Amida Buddha, which stands on the grounds of Kōtoku-in Temple. With a height of 13.35 meters, it is the second tallest bronze Buddha statue in Japan, surpassed only by the statue in Nara’s Todaiji Temple.

The statue was cast in 1252 and originally located inside a large temple hall. However, the temple buildings were destroyed multiple times by typhoons and a tidal wave in the 14th and 15th centuries. So, since 1495, the Buddha has been standing in the open air.

http://www.japan-guide.com/e/a1100.html
GNAM/ICS ALUMNI RECEPTION | Speakers

Paul Yonamine  
Country General Manager  
President  
IBM Japan  
https://www.linkedin.com/in/paul-yonamine-3586bb20/

Kaoru Iino  
Director, Japan,  
IE Business School &  
Head of Marketing  
BT Japan Corporation  
https://www.linkedin.com/in/kao-rumiyanoiri

Naoshi Takatsu  
Managing Partner  
North East Asia  
IMD  
https://www.linkedin.com/in/naoshi-takatsu-45aa901b
GNAM/ICS ALUMNI RECEPTION | Keynote & Panel

THEME | Innovation x Globalization: Japan Style
- Japan as National Innovation System: Opportunities & Challenges
- Implications: For Japanese Companies & Non-Japanese Companies

SPEAKERS
- KEYNOTE
  Paul Yonamine, Country General Manager & President, IBM Japan
- PANELISTS
  Kaoru Iino | Director, Japan, IE Business School & Head of Marketing, BT
  Naoshi Takatsu | Managing Partner, North East Asia, IMD

DETAILS
- DATE | Wednesday, March 15, 2017
- TIME | 18:00-20:30
  17:45-18:00  Registration
  18:00-18:15  Welcome Remark
  18:15-18:45  Keynote Speech
  18:45-19:15  Panel Discussion
  19:15-19:45  Q&A
  19:45-20:30  Dinner Reception
- PLACE | KKR Hotel Tokyo | http://www.kkr-hotel-tokyo.gr.jp/english/
- AUDIENCE | 60 MBAs & 40 alumni and faculty members from GNAM/ICS
Yoshinori “Yoshi” Fujikawa

Yoshi Fujikawa is an Associate Professor and Faculty in Charge of Academic Affairs, MBA Program, at Hitotsubashi University’s Graduate School of International Corporate Strategy (Hitotsubashi ICS). Prior to joining ICS as an Assistant Professor in 2003, he was a Lecturer and Research Assistant at Pennsylvania State University. He also worked as Research Associate at the Mind of Market Laboratory and the Division of Research, both at Harvard Business School. His business experience includes marketing research and strategic consulting work with Olson Zaltman Associates, the inventor of the patented research method ZMET (Zaltman Metaphor Elicitation Technique. Yoshi holds PhD in Marketing from Pennsylvania State University (University Park, PA), MBA from Harvard Business School (Boston, MA), MA (Commerce) and BA (Economics) from Hitotsubashi University (Tokyo, Japan).

Emi Osono

Emi Osono received her BA in Commerce from Hitotsubashi University, an MBA from The George Washington University, and a PhD in Commerce from Hitotsubashi University. She taught in the MBA program at Waseda University's Business School (Graduate School of Asia Pacific Studies) before joining ICS at its inauguration. Previously she worked for Sumitomo Bank. Professor Osono's research focuses on competitive strategy, organizational capabilities in innovation and knowledge creation, and organizational capabilities to adopt and change, and has published on the process of strategy development, competitive strategy vs. innovation, organizational creativity, organizational specificity and knowledge integration, and strategy-level innovation of Japanese companies. Professor Osono is in charge of the Porter Prize, which was established to bestow recognition on Japanese companies that have achieved and maintained superior profitability in a particular industry by implementing unique strategies.
CONTACT INFORMATION

If you have any inquiries regarding GNW Tokyo Program, please contact:

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