WASEDA EDGE

日本早稻田大学

2021 冬季·国际创业人才在线培养项目

WASEDA University Enhancing Development of Global Entrepreneur Online Program(2021 Winter)

◎ COVID-19 全球蔓延下的商业痛点

Create new business ideas and develop innovative business models for post COVID-19 world

◎ 55 种商业模式思想

Ideation with 55 Business Model Patterns

◎ 沟通的技术与艺术

Coaching practice

项目类型：在线课程

费用区间：**3980** 元人民币

项目名额：80 人

项目时段：2021 年 2 月 1 日至 2 月 9 日

报名截至：2020 年 12 月 20 日

培养方向：大学生创新创业，国际化人才，商业思维

日本早稻田大学国际化创业人才推进项目

2021 年度招生简章

基本信息|Basic Information

(一) 项目标题：日本早稻田大学国际化创业人才推进项目（代码：JP28-WASD-EDGE）

(二) 主办单位：早稻田大学 WASEDA-EDGE 人才育成项目实施委员会、环球翔飞教育集团

院校简介|University Introduction

早稻田大学(Waseda University)，简称早大，是一所位于日本东京都新宿区的世界著名研究型综合大学。1882 年，伴随着"学问要独立"的宣言声，日本前首相大隈重信创立了早稻田大学。

早稻田大学作为日本超级国际化大学计划(Top Global University Project)面向世界 TOP100 的 A 类顶尖校，日本 RU11 学术研究恳谈会核心成员，亚太国际教育协会(APAIE)发起成员和顶级研究型大学组织环太平洋大学联盟(Association of Pacific Rim Universities)五所日本成员校之一，东京六大学棒球联盟成员之一，其毕业生人才辈出，世界影响力极为广泛。历届日本首相中有七位是早稻田大学毕业生，国会议员近三分之一出身于早稻田大学。索尼、卡西欧、三星、东芝、乐天、任天堂、松下、三洋等众多著名公司的创始人及社长皆出身于早稻田大学。至今为止，已有 30 位校友获得日本文学最高奖之芥川奖，居日本之首。

项目简介|Program Introduction

早稻田大学国际化创新人才推进（EDGE）项目开始于 2014 年。截止到 2016 年底，已经有约 2200 名学生及商务人士从该项目毕业。项目的主旨在于培养兼具最先端理论知识和独立领导才能的国际化创新人才，引导学生以国际化的视野从事创业，并让他们了解国际化创新型人才应具备的素质要求和基础知识。

WASEDA-EDGE 自 2017 年 7 月起得到了来自 4 所大学及 31 所机构的支持，从而将更好地帮助学生认识全球商务领域的形势和环境，并让学生通过这些国有·海外企业、学术机构和政府机构积累相关创业知识，提升创造性思维、洞察力、组织协调能力以及作为一名国际化创新型人才的领导力。

The EDGE Program at Waseda University (WASEDA-EDGE) started in 2014. In total, approximately 2,200 students and businesspersons have participated in the WASEDA-EDGE program by the end of 2016. The vision of WASEDA-EDGE is to develop global entrepreneurs who are capable not only of cutting edge research and thought leadership individually, but also of creating businesses with a global perspective, learning the quality and basic knowledge requested for global entrepreneurs.

From July , 2017, supported from four universities and 31 institutions, the program will help students to recognize the situation and environment of international business, accumulate entrepreneurial knowledge from national and overseas industries, academic institutions, and government organizations, and enhance creative thought, insight ability, organization and coordination capacity and leadership as global entrepreneurs.

学习目标|Goal of the Program

Attendees will learn useful skills to start up a new business in an enterprise or to start a venture company by learning “Business Model Innovation” as a way of thinking and “Business Model Navigator” as a practical method through an intensive online-training program and individual/team task.

Attendees will learn “Business Model Navigator” methodology with a team based active learning approach by creating, assessing, and elaborating a new business idea as a practical exercise to acquire hands-on knowledge. The Business Model Navigator methodology consists of a series of design process based on 55 business model patterns extracted from more than 300 successful businesses in the past and enables a systematic business model innovation.

项目课程|Program Tracks

(一) 课程语言

英语 English（一部分中文）

(二) 参加对象

中国各大学相关专业学生

(三) 学习成果

每位参加者将被授予早稻田大学官方结业证书


Certificate of Completion

This is to certify that

[redacted]

has successfully completed the summer program held at Waseda University, Tokyo, Japan.

Period: July 23 - July 27, 2018

Skyward

Date: July 27, 2018

Professor Shozo Takata
Director, WASEDA-EDGE Program,
Waseda University

项目特色|Program Key points

(一) 课程内容

- 商业模式创新工作坊
- Business Model，Documentation of the business idea
- Course Content - Real case analysis, etc.

(二) 授课形式

- 通过 Zoom 和 Miro 网络系统线上授课
- 分别由名师讲解，分组讨论，共同发表部分组成
- Online Workshop
- Business Model Innovation Hands-on eWorkshop
- Teaching Methods – Group Discussion and Presentation

(三) 师资配备

- 早稻田大学专业权威教授，以及著名自主创业企业家等。
- Faculty - Authoritative professors from Waseda University, well-known self-employed entrepreneurs.

时段安排|Program Period

1. 项目期间：2021 年 2 月 1 日至 2 月 9 日
2. 报名截至：2020 年 12 月 20 日

讲师介绍|Program Instructor



Name

Takahiro Ohno
(Professor, Faculty of Science and Engineering, Waseda University/
Director, WASEDA-EDGE program)

Short Biography

Takahiro Ohno is a Professor at the Department of Industrial and Management Systems Engineering, School of Creative Science and Engineering, Waseda University in Tokyo, Japan.

He received Dr. Eng. in Graduate School of Science and Engineering, Waseda University (1988). He worked as Assistant Professor (1988-1989), Associate Professor (1988-1994), Professor (1994 - present) at Department of Industrial and Management Systems Engineering, School of Science and Engineering, Waseda University.

He has the career of university administrative positions, Dean of the Center for International Education (2005-2006), Dean of International Affairs (2006-2010), Dean of Academic Affairs (2010-2014), Vice President for IT promotion, Management Planning and Development (2014-2018) at Waseda University.

His research interests are profit engineering to develop the strategic decision-making tool such as mathematical management analysis, real options, or game theory.



Name

Toru Asahi

(Professor, Faculty of Science and Engineering, Waseda University/
Vice Director, WASEDA-EDGE program)

Short Biography

Toru Asahi is Professor of Department of Life Science and Medical Bioscience, Department of Advanced Science and Engineering, and Department of Nanoscience and Nanoengineering, Graduate School of Advanced Science and Engineering, Faculty of Science and Engineering in Waseda University. He is Deputy Director of Research Organization for Nano & Life Innovation, Director of Global Biomedical Green Science Institute, and Director of Doctoral Student Career Center. He is Program Coordinator of “Leading Graduate Program in Science and Engineering, Waseda University; Energy Next” and also Program Leader of “Development of Data Analysis Talent” of the Ministry of Education, Culture, Sports, Science and Technology.

His current research interests are High Accuracy Universal Polarimeter, Crystal Optics, Chiral Crystallography, Thalidomide, Chiroptical Spectroscopy, Amino Acids, Nano-Chiral Science, Magnetic Materials, Ferroelectrics, Alzheimer Disease, Symmetry Breaking. (PhD in 1992 and MBA in 2007)



Name

Mikiko Shimaoka

(Professor, Graduate School of Public Management, Waseda University/
General Manager, WASEDA-EDGE program/
Professor, School of Health Innovation, Kanagawa University of Human Services)

Short Biography

Ph.D. in Public Management, Waseda University (2013).
After the Graduation of the School of Literature at Waseda University, Mikiko Shimaoka joined an environmental NGO and worked on various global environmental issues such as climate change, toxics, and forest depletion. After having completed three-year senior management position, she resigned the organization to explore theories of nonprofit organization's management at Waseda University and obtained Ph.D in 2013. She worked as a researcher at the Institute for Global Environmental Strategies (IGES) (2011), associated researcher at the Research Center of Waseda Business School (2011-2013). In 2014, she joined the Center of Research Strategy at Waseda University and has been devoted to promote university's research activities through MEXT EDGE (Enhancing Development of Global Entrepreneur) program, international research collaborations and other research projects. Since 2013, she has been one of the national advisory members for the program: "Accelerate Cooperative Efforts to Promote Regional Vitalization" by the Ministry of Environment. She is also a coordinator of a society for human resource department managers at the Institute of Management Studies.



Name

Takashi Nakajima

(Associate Maximize, Inc.)

Short Biography

Takashi Nakajima is an associate of Maximize, Inc. He graduated from Waseda university, Faculty of Law in 2018. His major is International Law and US Constitutional Law.
Takashi has supported "Enhancing Development of Global Entrepreneur Program" from July 2018.
Takashi is challenging Japanese Bar Examination, to be a Lawyer.



Name

Satoru Watanabe

(CEO Maximize, Inc. / Part-time Lecturer at Waseda University)

Short Biography

Satoru Watanabe is an innovation consultant and experienced entrepreneur. As an innovation consultant, he has translated and introduced leading international innovation methodologies to Japan, including Customer Development by Steve Blank and Business Model Navigator, The Corporate startup. Satoru is the CEO and founder of Maximize, Inc, an international IT consulting firm, and has more than 20 years of experience assisting international software companies with their market entry and growth in Japan. Satoru started his career with Mitsubishi Corporation, where he launched the Japan operations of foreign software companies. Prior to founding Maximize, he was senior analyst at Trans Cosmos USA, Inc in Silicon Valley, where he sourced and evaluated early stage companies and solutions for investment. Satoru holds a Master's Degree from Yale University and a Bachelor's Degree from the University of Tokyo. He serves as a Japan Chief Representative of the Japan Society of Northern California, an NPO which acts as a bridge between Japan and Silicon Valley in the area of innovation.



Name

Yosuke Tanaka

(Innovation Consultant Maximize, Inc.)

Short Biography

Yosuke Tanaka is an innovation consultant. He is responsible for developing BMI Lab's business in Japan. Yosuke has introduced international innovation methodology to Japan and also has translated The Corporate Startup.

He has extensive knowledge/experience in starting up new business operations as an innovation consultant. Yosuke started his career with advertising agency as account executive. Then he joined startup which delivered the translated Japanese manga to Chinese market with China Telecom and other careers. Prior to joining Maximize, he worked in local based baseball team as manager. He serves as a Japan office Executive Secretariat of the Japan Society of Northern California, an NPO which acts as a bridge between Japan and Silicon Valley in the area of innovation.



Name

唐昊 HAO TANG（Nick）

COTIS Co., Ltd.（CEO）
ICF Professional Certified Coach

Short Biography

日本庆应义塾大学毕业。在校期间本着“教育改变世界”的理念，致力于教练的实用性研究。期间，作为社会活动团体的创始人，被达沃斯组织选为代表日本的青年之一。毕业后任职于日本最大手机网络公司 DeNA，之后加入全球最大教练公司 CoachA，成为专业教练。到目前为止，对近 200 位中高管进行 1 对 1 教练的同时，有着在 100 余所企业及大学担任团体课程讲师的经验。

【课程目的】
学习如何通过良好的沟通，提高团队合作

【课程语言】
中文

【课程说明】
相信没有人会说：“我不需要任何人的帮助，我一个人就可以把所有事情都做好”。
因为人类无法一个人生存，也很少有什么事情是一个人就可以完成的。所以成功的企业背后，都有一个甚至很多个优秀的团队。而良好的沟通则是建立一个团队的基础。
我在大学任教时，曾有一位同学问到：
“老师你觉得沟通能力是天生的吗？我不善于表达，跟人说话会紧张。即使是我这样的性格也有办法提高沟通能力吗？”
首先我不否定沟通能力有天生的成分在内。有些小孩子性格开朗，并且很小就学会语言。就像是打篮球，有些运动神经很好的同学，只要随便玩几次就能打的很好。
但同时我也认为，沟通能力是可以提高的。并且可以在很短的时间内提升。就像是投篮这件事。只要学习正确的方式，并通过简单的练习，大多数同学都可以在 1,2 个小时内将球投进篮筐。
因为沟通不是一门艺术，而是一门技术。・90 分钟的课程，我会结合自己多年从事高管教练所获得的经验和教训，为各位同学传授如何通过良好的沟通，打造一个优秀的团队。

项目日程|Program Itinerary

日期	上午	下午 14：00-17：00
2 月 1 日 （周一）		Introduction Team building session: with coaching practice Ice breaking session: using online collaboration tool
2 月 2 日 （周二）	Individual task: the St. Gallen Business Model Navigator Working Paper Individual task: Find a pain under COVID-19 restriction	
2 月 3 日 （周三）		Presentation: Introduction to Business Model Innovation Online session: Identify a critical pain under COVID-19 restriction
2 月 4 日 （周四）	Individual task: Create a relevant customer journey for the pain	
2 月 5 日 （周五）		Online session: Ideation with 55 Business Model Patterns Online session: Identifying the promising business idea
2 月 6 日 （周六）		Presentation: Idea integration Online session: Documentation of the business idea Online session: World cafe
2 月 7 日 （周日）	Individual task: Interview with potential customers	
2 月 8 日 （周一）	Group task: Improve your business model based on the customer feedback & Prepare for the presentation	
2 月 9 日 （周二）		Online session: Presentation of your idea, Recap/Q&A

*以上课程内容为暑期的内容，实际会存在部分微调的可能性。

项目费用|Program Fee

3980 元人民币

(一) 项目费【包含】

项目报名费、学费、证书制作费、国际邮寄费

(二) 项目费【不含】

Zoom 或 Miro 平台使用等其他可能的费用

申请条件|Program Requirement

(一) 身体健康，有良好的精神面貌

(二) 中国全日制在校大学生

(三) 英语 CET6 级相当或能理解英文授课的等同能力

(四) 能够且必须提供本人的真实资料

报名方式|Sign Up

- 报名链接：http://apply.xf-world.org/
- 咨询邮箱：bjdq@xf-world.org
- 咨询电话：010-80698305

往期精彩|Program Retrospect

(一) 学生评价

- “我觉得教练技巧非常实用，上课也很有趣。”
- “教练技巧帮助我在同陌生人建立关系上更进了一步.”
- “通过企业模式创新课程，我学到了很多在中国没有教授的知识。并且在有关创业上我拓展了自己的思维能力。”
- “教授们给我们上了非常精彩的课程，演讲充满了热情，听完后收获颇丰。同时我还认识到了团队合作的重要性。课程结束后我决定学习更多有关教练技巧的知识。”
- “助教们人都很好，在课堂上帮了我们很多。这个课程让我们有机会和日本学生交流，并拓展了我们的国际化视野。”
- “最终发表为我们提供了一个创造属于自己的企业模式的机会。它激发了我们的创造性思维，同时我还从其他组的发表中学到了很多。”

- “I think the coaching skills are very useful and the class was very interesting.”
- “The coaching helps me take one further step to build relationship with strangers.”
- “Through the Business Model Innovation lesson, I learned quite a lot knowledge which hadn’t been taught in China. I have developed my ability of thinking in regard of creating a business.”
- “The professors had given us excellent lectures. The speeches were very passionate and rewarding. And I also realized the importance of teamwork. I decided to study more about coaching after I took this course.”
- “The TAs are very nice and helped us a lot during class. The course enabled us to interact with Japanese students and broadened our global vision.”
- “The final presentation gave us an opportunity to create our own business model. It inspired our creative thinking and I also learned a lot from other groups’ presentations.”