


Course Objectives

The Program on Innovation Management for Asia (ASIM) is designed for directors and managers in Asian countries to learn about management of technology and business innovation implemented by Japanese companies, in collaboration with HIDA/AOTS Alumni Societies in Asian countries. Participants will come to understand the necessary elements for innovation, such as marketing, technology strategy, organization management, development of new business, and intellectual property rights. The program aims to enable participants to innovate their companies in the future.

Target Participants

Directors, senior managers, or managers who are responsible for corporate strategy, development of new business or new products, production technology, and marketing, mainly in manufacturing companies.



Part of the participation expenses will be covered by subsidy from the Japanese government

Language

All lectures, visits and exercises will be conducted in English or Japanese with translation into English.

Course Contents

First Step

Participants will be given an overview of the competitive advantage of and challenges faced by recent Japanese companies, and the characteristics of innovation in Japan.

Second Step

Participants will come to understand the marketing strategy needed in a global market and cross-cultural management, then learn the necessary elements for innovation, such as technology strategy, organization management, development of new business or new products, and intellectual property rights.

Third Step

Participants will see actual examples of management of technology and innovation implemented by Japanese companies through company visits.

Fourth Step

On the last day of the program, participants will make a presentation on their findings during the program and future action plans to make future innovations in their companies.

Program Director

Professor Kentaro Nobeoka, Ph.D.
Dean of Center, Institute of Innovation Research,
Hitotsubashi University

After working in Mazda Motor Corporation, he was a Research Associate of the Sloan School of Management, Massachusetts Institute of Technology, USA, in 1993. He started his career as an Associate Professor in the Research Institute for Economics & Business Administration, Kobe University in 1994, and then became a Professor of the same University in 1999. He moved to Institute of Innovation Research, Hitotsubashi University, in 2008. Now he works as Dean of this Center. His research fields are Corporate Strategy, Organization Science, Management of Technology, and he has published many books and articles in these fields.

Schedule (Tentative)

Date		Morning Session		Afternoon Session		
Mar. 8	(Sun.)	Arrival in Japan				
9	(Mon.)		Orientation Opening Ceremony	Lecture:	Characteristics of Innovation in Japan	
10	(Tue.)	Lecture:	Management of Technology - Technology Strategy, and Development of New Business			
11	(Wed.)	Lecture:	Marketing Strategy in a Global Market			
12	(Thu.)	Lecture:	Cross-Cultural Management for Marketing and Innovation			
13	(Fri.)	Lecture:	Patent System and Patent Management in Japan	Company Visit:	Japanese Intellectual Property Rights	
14	(Sat.)	Day Off				
15	(Sun.)	Day Off				
16	(Mon.)	Lecture:	Innovation System in Japan	Lecture:	Technology Strategy and International Management	
17	(Tue.)	Study Tour		Company Visit: Marketing /Cross Cultural Management		
18	(Wed.)			Company Visit: Technology Strategy		
19	(Thu.)			Company Visit: Development of New Business / New Products		
20	(Fri.)	Presentation:	Final Report Presentation	Presentation:	Final Report Presentation Evaluation of the Program/Closing Ceremony	
21	(Sat.)	Departure from Japan				

*The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other unavoidable reasons.

Please Visit http://www.hidajapan.or.jp/jp/ikusei/management/files/14asim_e.pdf for the Program Outline and Participation Requirements.

Application Deadline: 25 December 2014