Tokyo Program | March 11-15, 2019

INNOVATION X GLOBALIZATION | JAPAN STYLE

Program Outline
November 22, 2018
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AN INTRODUCTION TO
HITOTSUBASHI ICS
HITOTSUBASHI UNIVERSITY

- Founded in 1875
- The first and only university in Japan specializing exclusively in the social sciences
- Located in Kunitachi City (a suburb of Tokyo)

https://www.youtube.com/watch?v=TMAXYVbKHhc

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

- Founded in 2000
- Japan’s first national university business school, providing a 100%-English, full-time MBA program
- The only member of the GNAM* network from Japan, Hitotsubashi ICS offers an intensive program for MBA students visiting from member business schools around the world. Since its launch by GNAM, Hitotsubashi ICS Global Network Week programs has been consistently the second most popular program after Yale.
- Located in central Tokyo, at Hitotsubashi, the university’s original site.

*GNAM (Global Network for Advanced Management ) member schools
MISSION

"The Best of Two Worlds" by acting as a bridge linking Japan to Asia and the globe, and as an international center of excellence for the creation, management and dissemination of knowledge.

VISION

To be one of the most prominent business schools in the world that develops global leaders who are experts on Japan, immersed in Asia, and able to make significant impact on the world.

VALUES

Undergirding the vision are the core values it follows in everything it does: Excellence; Integrity; Imagination; Inclusiveness; and Citizenship.
The Best of Two Worlds

To be “the Bridge (一橋)” between:

- East and West
- Large and Small
- Global and Local
- Old and New
- Practice and Theory
- Cooperation and Competition
- Business and Society
HITOTSUBASHI ICS | Our Programs

Degree Programs
- DBA
- Full-time MBA
- Executive MBA

Non-degree Programs
- ExEd Customized
- ExEd Open Enrollment
THE PROGRAM

INNOVATION X GLOBALIZATION | JAPAN STYLE
GNW TOKYO | Overview

● WHEN: March 11-15, 2019
● WHO: 48 MBAs from GNAM business schools + some exchange students studying at ICS
● 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.

Social issues in Japan
- Decreasing population
- Aging society
- Issues in rural areas
- Environmental issues

Assets in Japan
- Cool Japan subculture
- IoT, Robotics, AI, VR, AR
- Operational excellence
- Unique customer needs for cleanliness, etc.
GNW TOKYO | Curriculum Structure

FOUNDATIONS: COUNTRY & CULTURE
- Japan as National Innovation System (Y. Fujikawa)
- Japanese Culture (M. Kimura, M. Nishisaka)
- Team Building through Japanese Flower Arrangement (ikebana)

COMPANY SESSIONS
- Muji
- SONY
- AT Kearney
- Axelspace
- A consumer goods company
- A high-tech startup
- An automated distribution center

FIELD VISITS
- Zazen meditation (Engakuji Temple)
- Japan: Old & New
  (Akihabara, Asakusa, Harajuku, Roppongi, Shibuya, Sugamo, etc.)
- SONY, the Square (VIP showroom)
- Muji Store Visit

FOUNDATIONS: CONCEPTS & FRAMEWORKS
- Knowledge Management (K. Ichijo)
- Competitiveness & Clusters (E. Osono)
- Cool Japan & NeXTOKYO Project (T. Umezawa)
Engakuji Temple in Kamakura, where GNW Tokyo participants will experience Zen meditation.

In spring and summer, local festivals erupt around the city. The festival shown here is the famous Sanja Matsuri, celebrated in May.

Shibuya’s night life scene is one of the liveliest in the city.
Subways and passenger trains are the main modes of public transport in the city.

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

Cherry blossoms bloom in early spring, sparring impromptu parties, picnics and sightseeing.
GETTING TO ICS

MAPS & DIRECTIONS
Kanto Region (Greater Tokyo)
10% of Japan’s land mass.
33% of population (42M).
40% of GDP.
DIRECTIONS TO ICS

From Narita International Airport (NRT):

From NRT to Tokyo Station
- Railway 1: JR Narita Express – 56 min. to Tokyo Station
- Railway 2: Keisei Skyliner – 41 min. to Ueno Station (From Ueno to Tokyo Station – 7 min. by JR)
- Limousine Bus: 75 – 110 min. to Tokyo Station

From Tokyo Station to ICS
- Walk from Tokyo Station to Otemachi Station (5 min.) or Take Marunouchi Line from Tokyo to Otemachi.
- Then take Tozai Line from Otemachi to Takebashi Station, or Mita Line/Hanzomon Line to Jimbocho Station.
- For further details: http://www.tokyometro.jp/en/subwaymap/

From Tokyo International Airport (Haneda, HND):

From HND to ICS
- Railway 1: Keihin Kyuko Line (30 min.) to Mita Station, and Subway Mita Line to Jimbocho Station (12 min.)
- Railway 2: Tokyo Monorail Line (20 min.) to Hamamatsucho Station, and take JR to Tokyo Station (6 min.)
- Limousine Bus: 25 – 45 min. to Tokyo Station
- For further information: http://www.tokyo-airport-bldg.co.jp/en/access/#t1

From Tokyo Station to ICS:
- Please refer to the next slide.
DIRECTIONS TO ICS

From Nearby Stations:
- From Jimbocho Station: 3-min. walk from 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: +81.3.4212.3094/3154
LOGISTICS

COURSE PLATFORM | ASSIGNMENT | DETAILS
All course related information (course description, session topic, pre-session assignments, and other details) are communicated via Canvas, the online courseware at Hitotsubashi ICS. -- The link and ID will be provided later.

Cases and other materials published by HBS Publishing are available at HBSP

Please bring your own laptop for the program. Still, please note that during the sessions, you will be asked not to use computers.

Portable Wi-Fi device is provided for each team (one per team)
**DRESS CODE | Business Casual or Casual**

- Dress code for ICS classroom sessions are casual, but no tank-top, short-pants, flip-flops, however, please as we will welcome guest speakers from companies.
- Some company sessions and alumni dinner could be business casual.
- We will do meditation at an old zen temple in Kamakura, one of the oldest *samurai* cities in Japan. We will be asked to take shoes off and sit on *tatami* floor crossing legs. We recommend you to bring an outfit that is comfortable and warm.
- Please note that temperature at Tokyo in March tends to vary every day, and may still be chilly especially in the morning and evening.
A general rule that applies to all the sessions.

- Please avoid having image of presentation slides in the pictures that you post in the public space.

Please refer to the next slide for the media code for each session. (Next slide will be added later.)

The faculty in charge will announce at the beginning of each session.

Please ask if unsure.
ICS Media: We are planning to feature GNW Tokyo Program on our owned media (website, newsletters, etc.). Hired professional camera crew and/or our staff members will be taking some photos and interviewing some of you during the program.

External Media: Reporters and camera crews from outside (e.g., daily newspapers, business magazines) may be joining some of the sessions.

If you would like to opt out of photo-shoots and interviews, please let Emi/Satoko know at the beginning of the program, i.e., INTRODUCTION session on DAY 1.
PASMO & MOBILE WI-FI

PASMO Train Card | One per student

• Hitotsubashi ICS will provide pre-charged PASMO cards, to be distributed on Day 1.
• GNW Tokyo Program use only
  i.e., FIELD VISITS and transportation between your hotel and ICS.
• Train ride use only: No store use, No vending machine use.
• Pre-charged: JPY 4,500
• Do not recharge the card.
• Return the card at Wrap-up Session on DAY 5.
  (In case you lose it, please let Sen/Hiroko know immediately.)

Mobile Wi-Fi | One per team

• Please choose one team member who is responsible for keeping the device.
• Return the device at Wrap-up Session on DAY 5.
  (In case you lose it, please let Sen/Hiroko know immediately.)

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ICS SUGGESTION: Install “Early Warning” App and Keep Mobile ON

You might experience...

Safety tips
RC Solution Co.

Yurekuru Call
RC Solution Co.


LAST BUT NOT THE LEAST | ICS Protocols

**ON TIME**
Be Punctual, Always

**ENGLISH**
Speak Global English

**DIVERSITY & INCLUSION**
Respect Differences
APPENDIX 1

HOTEL INFORMATION
HOTEL INFORMATION | KKR Hotel Tokyo (a 5-min. walk to ICS)


● The KKR Hotel can often offer group discounts for participants of GNW Tokyo. Please ask for details if you would like to explore this option.
APPENDIX 2.

CONTACT INFORMATION
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.

Satoko Suzuki

Satoko Suzuki received her MBA and DBA from Graduate School of International Corporate Strategy, Hitotsubashi University. Her industry experience includes product management at Nihon L’Oreal and consulting at Boston Consulting Group. She has held faculty positions at the Graduate School of Management, Kyoto University; Kyoto Sangyo University; Waseda University; Waseda Business School; and University of Brawijaya, Indonesia. Professor Suzuki’s current research interests lie in the following three areas: (a) cross-cultural consumer behavior and organizational behavior, (b) brand management, and (c) service globalization. She has been invited to various academic conferences to present research, and has been actively providing advice to central and local governments for marketing and globalization.
ICS SUPPORT TEAM

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