

GNAM | Global Network for Advanced Management
GNW | Global Network Week | March 2-6, 2015

Tokyo Program:

INNOVATION X GLOBALIZATION: JAPAN STYLE

Program Outline
November 13, 2014



The Global Knowledge Hub in Tokyo

TABLE OF CONTENTS

● The School	P2
● The Program	P5
● Getting to ICS	P11
● Accommodations nearby ICS	P14
● Contacts at ICS	P16
● Appendix	P19

*All time and date information are on Japan Standard Time (JST)

THE SCHOOL

HITOTSUBASHI UNIVERSITY & HITOTSUBASHI ICS

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/>

The screenshot shows the Hitotsubashi University website homepage. At the top left is the university's logo and name. To the right are navigation links: HOME, DIRECTIONS & MAPS, SITE A-Z, and CONTACT US. Below these are language selection options for JAPANESE, CHINESE, and KOREAN, along with a search bar. A secondary navigation bar includes links for Prospective Students, Current Students, Alumni & Donors, and Visitors. The main navigation bar features ABOUT US, FACULTIES & SCHOOLS, ADMISSIONS, RESEARCH, LIBRARIES, and CAMPUS LIFE. The central banner area has a red background on the left with the text "CAPTAINS OF INDUSTRY, INNOVATORS IN SOCIETY" and a "Read More..." button. The right side of the banner shows a photograph of a university building. Below the banner are two columns: "NEWS & TOPICS" with two report entries, and "FACULTIES & SCHOOLS" with links for "Introduction" and "Commerce".

VIDEO:

Introduction to Hitsotsubashi University

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

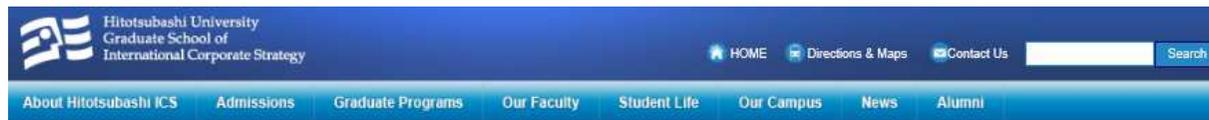


HITOTSUBASHI ICS

- Founded in 2000
- Japan's first national university based business school to provide 100%-English, Full-time MBA Program
- Located in Hitotsubashi, the birthplace of the university (Downtown Tokyo)

WEB:

<http://www.ics.hit-u.ac.jp/>



Global MBA Program



Check out our campus and our neighborhood



The Hitotsubashi ICS Advantage



Get to know our Faculty



MBA in Japan - Hitotsubashi ICS, T

VIDEO:
MBA in Japan, Hitotsubashi ICS Tokyo
<https://www.youtube.com/watch?v=qYMrP06JNlQ>



THE PROGRAM

GNW TOKYO PROGRAM

GNW TOKYO PROGRAM

Innovation x Globalization: Japan Style

- **WHEN:** March 2-6, 2015
- **WHO:** 55 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 (**TENTATIVE: Subject to change**):

ATKearney

Coca-Cola



HONDA
The Power of Dreams



- Field visits to:

Akihabara, Asakusa, Ginza, Harajuku, Kamakura, Shibuya, Sugamo, etc.

GNW TOKYO PROGRAM

Curriculum Structure

FOUNDATIONS: COUNTRY & CULTURE

- Japan at the Crossroads (J. Edman/M. Korver)
- Japanese Culture (M. Kimura)
- Cool Japan (T. Umezawa)

COMPANY SESSIONS

- Coca-Cola Japan
- Fast Retailing
- Fuji Television Network
- GE Healthcare Japan
- Honda Motor

FIELD VISITS

- Japan: Old & New (Akihabara, Harajuku, Shibuya, Sugamo, etc.)
- Kamakura Tour
- Tokyo Rush Hour Survival
- Uniqlo Ginza Store

FOUNDATIONS: CONCEPTS & FRAMEWORKS

- Competitiveness & Clusters (E. Osono)
- Knowledge Management (K. Ichijo)
- Innovation x Globalization (Y. Fujikawa)

	DAY 1 Monday	DAY 2 Tuesday	DAY 3 Wednesday	DAY 4 Thursday	DAY 5 Friday
MORNING	<p>INTRODUCTION & TEAM BUILDING Y.Fujikawa, K.Ichijo, & H.Kanno 0900-1000 (@ICS)</p>	<p>FOUNDATION 4 – Innovation x Globalization Y.Fujikawa 0900-1000 (@ICS)</p>	<p>FIELD VISIT 2 (Group Activity) Tokyo Rush Hour Survival 0800 - 0900</p>	<p>BUS TO HONDA HQ 0845-0915</p>	<p>BUS TO UNIQLQ GINZA 0845-0915</p>
	<p>FOUNDATION 1 – Japan at the Crossroads J.Edman & M.Korver 1000-1200 (@ICS)</p>	<p>COMPANY SESSION 1 Coca-Cola Japan Guests: Y.Shimaoka & D.Wakiwaka, CCJC Y.Fujikawa 1000-1200 (@ICS)</p>	<p>FOUNDATION 5 – Cool Japan Guest: T. Umezawa A.T. Kearney J.Edman 0900-1100 (@ICS)</p>	<p>COMPANY SESSION 3 Honda Motor Co. Guests: T.Hasegawa & K.Hitomi Honda R&D Co.,Ltd K.Ichijo 0930-1200 (@Honda HQ)</p>	<p>FIELD VISIT 5 Uniqlo Ginza Flagship Store Y.Fujikawa & K.Ichijo 0930-1100 (@Uniqlo Ginza)</p>
LUNCH	<p>LUNCH & FIELD VISIT 1 (Group Activity) Japan: Old & New Akihabara, Asakusa, Harajuku, Shibuya, Sugamo, etc. 1200-1430</p>	<p>LUNCH AT ICS 1200-1300</p>	<p>LUNCH & FOUNDATION – Japanese Culture M.Kimura 1200-1230 (@ICS)</p>	<p>LUNCH & FIELD VISIT (Group Activity) Japan: Old & New Akihabara, Asakusa, Harajuku, Shibuya, Sugamo, etc. 1200-1430</p>	<p>LUNCH AT FR HQ 1200-1300</p>
AFTERNOON	<p>FOUNDATION 2 – Competitiveness & Clusters E.Osono 1430-1600 (@ICS)</p>	<p>BUS TO GE HINO 1300-1400</p>	<p>TRAIN TO KAMAKURA 1230-1400</p>	<p>COMPANY SESSION 4 Fuji Television Network & Fuji Creative Corporation Guests: M. Hashiyada, Fuji TV, & S. Sato, FCC Y.Fujikawa 1430-1700 (@ICS)</p>	<p>COMPANY SESSION 5 Fast Retailing Guest: T.Yanai, FR Y. Fujikawa & K.Ichijo 1300 – 1400 (@FR HQ)</p>
	<p>FOUNDATION 3 – Knowledge Management K.Ichijo 1630-1800 (@ICS)</p>	<p>COMPANY SESSION 2 GE Healthcare Japan, Hino Plant Guests: J.Tsuda & M. Kaneko, GE Japan P.Robinson 1400-1700 (@GE Hino)</p>	<p>FIELD VISIT 1 Kamakura Tour - Zazen Experience at Engakyo-ji Temple & - Tour at Tsurugaoka Hachimangu Shrine M.Kimura 1400-1800</p>	<p>BUS TO ICS 1415-1445</p>	<p>WRAP-UP & FAREWELL Y.Fujikawa & K.Ichijo 1500 – 1700 (@ICS)</p>
	<p>FOUNDATION 4 – Innovation x Globalization Y.Fujikawa 0900-1000 (@ICS)</p>	<p>FOUNDATION 5 – Cool Japan Guest: T. Umezawa A.T. Kearney J.Edman 0900-1100 (@ICS)</p>	<p>FIELD VISIT 2 (Group Activity) Tokyo Rush Hour Survival 0800 - 0900</p>	<p>BUS TO HONDA HQ 0845-0915</p>	<p>BUS TO UNIQLQ GINZA 0845-0915</p>
EVENING	<p>Dinner on your own & Preparation for next day</p>	<p>Dinner on your own & Preparation for next day</p>	<p>Dinner on your own & Preparation for next day</p>	<p>Dinner on your own & Preparation for next day</p>	<p>TGIF Party By ICS Participants</p>

GNW TOKYO PROGRAM



Tokyo Life

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



Tokyo Life

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



Tokyo Life

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

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Tokyo Life

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



Tokyo Life

Cherry blossoms come out once a year in early spring sparking parties, picnics and sightseeing.



Tokyo Life

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

GETTING TO ICS

DIRECTIONS & MAPS

DIRECTIONS TO ICS

From NRT: Narita International Airport

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
- For further information: <http://www.narita-airport.jp/en/access/index.html>

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.tokymetro.jp/en/subwaymap/>

From HND: Tokyo International Airport (Haneda)

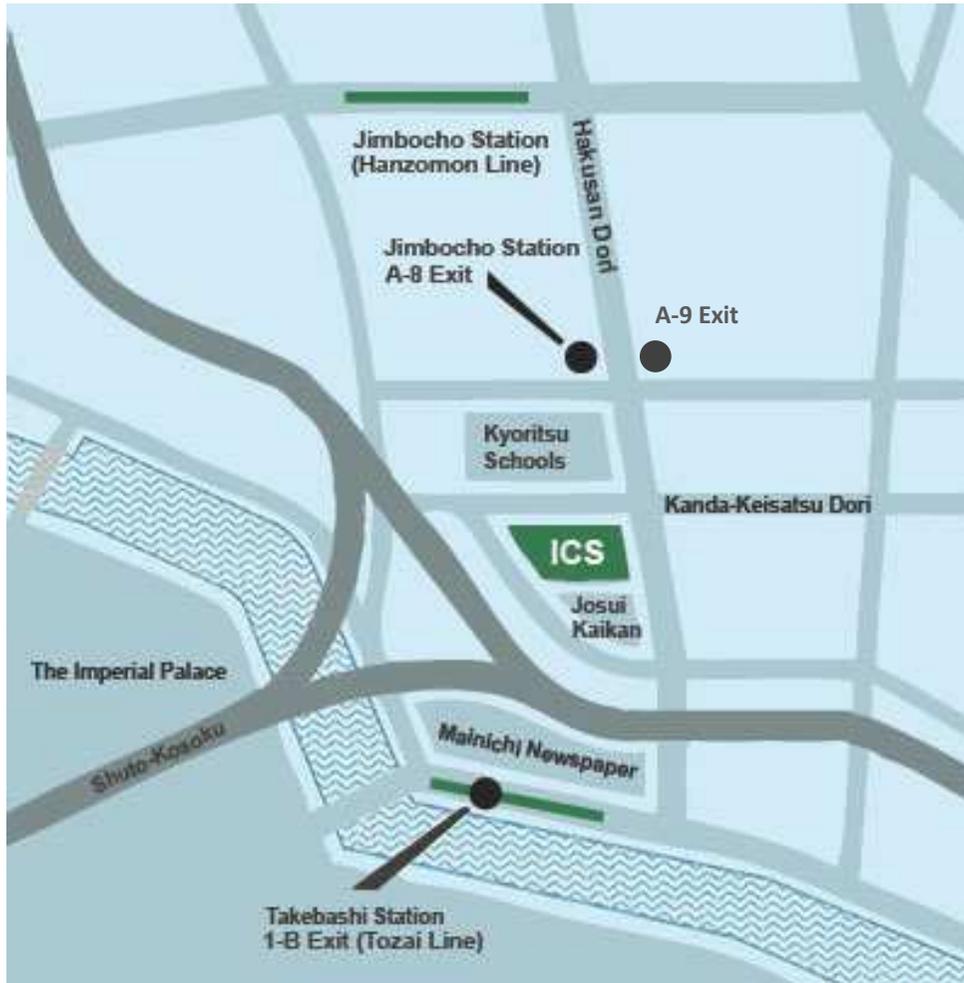
From HND to ICS

- 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 above.

DIRECTIONS TO ICS



From Stations Nearby:

- 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

ACCOMMODATIONS NEARBY ICS

HOTEL INFORMATION

HOTEL INFORMATION

Following hotels are located within walking distance of Hitotsubashi ICS.

1. Gakushi Kaikan (2 min. walk to ICS)

- Address: 3-28 Kanda-Nishikicho, Chiyoda-ku, Tokyo 101-8459
- Phone: +81.3.3292.5936
- URL: <http://www.gakushikaikan.co.jp/en/index.html>

2. KKR Hotel (6 min. walk to ICS)

- Address: 1-4-1 Otemachi, Chiyoda-ku, Tokyo 100-0004
- Phone: +81.3.3287.2922
- URL: <http://www.kkr-hotel-tokyo.gr.jp/english/>

3. Hotel Villa Fontaine Jimbocho (7min. walk to ICS)

- Address: 1-30 Jimbo-cho, Chiyoda-ku, Tokyo 101-0051
- Phone: +81.3.3233.9990
- URL: <http://www.hvf.jp/eng/jimbocho.php>

4. Hotel Villa Fontaine Kudanshita (9min. walk to ICS)

- Address: 2-4-4 Nishi-Kanda, Chiyoda-ku, Tokyo 101-0065
- Phone: +81.3.3222.8880
- URL/Tel: <http://www.hvf.jp/eng/kudanshita.php>

5. Keio Presso Inn Kudanshita (11min. walk to ICS)

- Address: 1-7-1 Kudankita, Chiyoda-ku, Tokyo 102-0073
- Phone: +81.3.3511.0202
- URL: <http://www.presso-inn.com/english/kudanshita.html>

CONTACTS AT ICS

FACULTY & PROGRAM COORDINATORS

FACULTY COORDINATORS

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).



Jesper Edman

Jesper Edman is an Assistant Professor and Faculty in charge of Student Affairs, MBA Program, at Hitotsubashi ICS. Prior to joining ICS, Professor Edman was a researcher at the European Institute of Japanese Studies (EIJS) at the Stockholm School of Economics and served as the Director of the EIJS' Tokyo Office. He continues to hold this position and is also a board member of the Tokyo Chapter of the Swedish Centre for Business and Policy Studies. In addition, he has worked as an equity analyst at Deutsche Securities' Tokyo Office. Jesper received his PhD in International Business from the Stockholm School of Economics in 2009; he also holds an MSc in International Economics from the same school. He has been a visiting student at Hong Kong University of Science Technology and at Hitotsubashi's Economics Faculty. He grew up in Tokyo where he attended the American School in Japan from kindergarten through the 12th grade.



CONTACT INFORMATION

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

Faculty Coordinators:

- Yoshi Fujikawa, Associate Professor
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Program Coordinator:

- Miku Sasaki, MBA Program Office
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APPENDIX

VOICES & PHOTOS
FROM GNW TOKYO, MARCH 2014

VOICES FROM GNW TOKYO, MARH 2014

Learning about Japanese business environment and history of Japanese success after world war II and the role of different government entities at that time. In addition to that, being introduced to "Cool Japan" strategy for promoting further Japanese business in the future. (Participant from IE, Originally from Egypt)

Innovation is everywhere, people need to recognize their competitive advantages , their skills, look for new markets, and execute, execute and execute. Also learned about Knowledge creation and how to justify your true belief towards the truth. (Participant from IE, Originally from Peru)

The impact of the ecosystem one is on has, in the way people and business innovate. The remarkable way Japanese people have adjust to tackle the evolution of population and the adversities of the environment they are in. how from simple day-to-day life issues one can build up an innovative business. (Participant from IE, Originally from Portugal)

I believe that the field visits we did to several companies across different industries was key to make this went well. Companies such as Honda and Fast Retailing have explained perfectly how Innovation has to be managed. The only thing that didn't go well was that we only had one week and I believe Japan is a country in which I need to spend much more time to fully enrich my knowledge and understand the way they do business in depth. (Participant from IE, Originally from Spain)

Understand a little about Japanese culture and what made this country to become what it is today. Technology, innovation... this results from a rich cultural tradition and specially by the RESPECT for the others. (Participant from FGV, Originally from Brazil)

I have been living in Japan for a few years and welcoming students from abroad gave me a new perspective. Because I am accustomed to Japan I wasn't necessary aware of all the innovations that are created in Japan such as the shops located in the stations (ekinaka) for instance. (Participant from ICS, Originally from France)

Japan is a unique country in different dimensions: political, economical and cultural. I realized that it both benefited and suffered from its uniqueness. At one hand, it attracts people from other parts of this world, and on the other hand, it has become the enormous barrier to globalization. How to solve this will be the long-term topic of Japan. (Participant from Fudan, Originally from China)

I used to think once an innovation was introduced to the market through product or service there was limited space in the market for other players. During this trip I have understood there is always space for other players through further innovation. (Participant from IE, Originally from Honduras)

VOICES FROM GNW TOKYO, MARH 2014

I really satisfied about your all of the program, especially Zen meditation session was really good. It was a really great time that I knew the cultural differences between Korea and Japan. (Participant from SNU, Originally from South Korea)

Knowledge is not created in a vacuum. It is the byproduct of interactions with people and environments. The more exchanges with others you experience, the more knowledge you create. This insight can help us to become better managers, because we have the power to create places of knowledge generation in our own companies going forward. (Participant from Yale, Originally from USA)

I very much enjoyed the focus on how to inspire creativity and innovative practices. I found the insights from the companies of Japanese origin (Uniqlo/Fast Retailing, Fuji TV) much more valuable, interesting, and even surprising than foreign/American ones (Coke/GE). The Fast Retailing visit, specifically, was exceptional, and I am very appreciative of the organizers for setting it up. The trip was also very well-organized generally. (Participant from Yale, Originally from USA)

I think the program was great, I got to understand the culture, technology, pop culture and the innovation process. I would recommend to future Global Network Sessions to have the field visits at the end of the day to have more time to visit Tokyo vs rushing to come back. Besides that, I think that the program exceeded my expectations and I will highly recommend it to my fellow classmates. (Participant from Yale, Originally from Mexico)

Went well: Amazing hosts! I feel they showed us what Japan is made of, the culture, how they gained their position in the world. And also gave us an idea of their plans to the future. (Participant from EGADE, Originally from Mexico)

Everything was amazing, actually things gone over my expectations. I couldn't be more satisfied. It's been the most important experience in my professional life. Thank you very much for everything. (Participant from EGADE, Originally from Mexico)

First one is visiting to Fast Retailing HQ and session with Yanai-san. The most impressive comment is "Enjoy the stress" and "Stick to what you can do". In the real business life, I had a lot of difficulties, especially in human relationship. However, I cannot change other people. So, I think that sticking to what I can do is very important. After graduation, I will practice these things which I learned from Yanai-san. (Participant from ICS, Originally from Japan)

Japan have a lots of energy about innovation. Especially I really wonder that Japanese has a entrepreneurship and venture spirit together. I really impressed that they see all phenomenon as a businessman. (Participant from SNU, Originally from South Korea)

PHOTOS FROM GNW TOKYO, MARCH 2014

INTRODUCTION SESSION & FIELD VISITS – TOKYO: OLD & NEW



PHOTOS FROM GNW TOKYO, MARCH 2014

COCA-COLA JAPAN SESSION



HONDA VISIT



GE JAPAN VISIT



FUJI TV SESSION



PHOTOS FROM GNW TOKYO, MARCH 2014

COOL JAPAN SESSION & KAMAKURA ZAZEN EXPERIENCE



PHOTOS FROM GNW TOKYO, MARCH 2014

UNIQLO GINZA STORE VISIT & DIALOGUE WITH CHAIRMAN TADASHI YANAI



PHOTOS FROM GNW TOKYO, MARCH 2014

WRAP-UP & FAREWELL

