

科目名 Course Title	Nitobe College Honors Program: Graduate Curriculum		
講義題目 Subtitle	Nitobe College Special Seminar: Entrepreneurship		
責任教員 Instructor	MAENAKA Katsumi (Faculty of Pharmaceutical Sciences)		
	Nitobe College: TANI Hirofumi (Faculty of Engineering)		
	Nitobe College: LOMAEVA Marina (Institute for the Advancement of Higher Education)		
	Nitobe College: WHITFIELD Dale Lee (Institute for the Advancement of Higher Education)		
担当教員 Other Instructors			
科目種別 Course Type	Nitobe College Special Classes		
開講年度 Year	2025	期間 Semester	1st (Summer Term)
授業形態 Type of Class	Seminar	単位数 Number of Credits	1
補足事項 Other Information	-		
キーワード Key Words			
Entrepreneurship, Startups, Innovation, Pharmaceutical Industry, Healthcare Challenges, Drug Discovery, Design, Lego			
授業の目標 Course Objectives			
<p>This course is offered as Inter-Graduate School Classes (General Subject): Humanities and Social Sciences, and Hokkaido Summer Institute “Special Lecture on Drug Discovery Science II (Bio-Healthcare Entrepreneurship Workshop)”. For the students of Nitobe College Honors Program: Graduate Curriculum, it is also offered as “Nitobe College Special Seminar: Entrepreneurship”. The students will improve their “3+1 Competencies” (Ability for Sustainable Personal Development; Team Organization & Management Skills; Capacity for Knowledge Sharing & Application for Social Benefit; and Professional Ethics) through the teamwork of the course.</p> <p>In the fast-developing world, strong competition exists between companies in different fields. The ability to create new solutions to solve challenges is an indispensable skill. Also, the ability to communicate and provide high-quality results via teamwork is a skill required in every company. This course aims to familiarize the participants with an unconventional way to visualize possible solutions, work in teams and collaborate to solve the world's most impactful challenges, especially in the healthcare industry. The course will also introduce the concept of the business model canvas, allowing the students to visualize future business models to be used in their future startups or in daily work at any company to launch new products or services.</p>			
到達目標 Course Goals			
<p>By the end of this course, you will be able to</p> <ol style="list-style-type: none"> 1. Better understand about the latest trends in the healthcare industry. 2. Understand the business model canvas as a tool to visualize business models and plans. 3. Utilize Lego Serious Play to visualize ideas and solutions. 4. Work with a team from different backgrounds to create different solutions. 5. Create a basic understanding of the pharmaceutical industry business and the process of drug discovery. 6. Enhance your communication skills and present your ideas in various ways. 7. Create a strong network with fellow researchers from different countries around the world. 			
授業計画 Course Schedule			
<p>This course is a mixture of seminars and practical workshops as follows;</p> <ol style="list-style-type: none"> 1. Introduction 2. Case study of drug development 3. Case study of medical device development 4. Introduction to entrepreneurship and case study about a startup company 5. Introduction to business model canvas 6. Introduction to Lego Serious Play methodology 7. Ideation workshop by Lego Serious Play method 8. Group Work: developing a business model 9. Group Work: developing idea and presentation 10. Presenting group work <p>The schedule for AY2025 is August 7 and 8</p>			
準備学習(予習・復習)等の内容と分量 Homework			
<p>No strict preparation is needed for this course; however, the students are highly recommended to have an idea for the project they want to work on or a specific challenge they want to collaborate with other students in a team to solve. Also, on the first day, all students will introduce themselves in the 1-minute introduction (elevator pitch) to introduce their background and research interest. Hence, we recommend that students practice such an introduction beforehand.</p>			

成績評価の基準と方法 Grading System

Grades will be judged based on attendance records and activity in class and will be distributed according to the university's GPA grades.

テキスト・教科書 Textbooks

The following textbooks are not required during the class, but we recommend that students read them for their reference:

- Building a Better Business Using the Lego Serious Play Method, Author: Per Kristiansen, Robert Rasmussen.
- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Author: Alexander Osterwalder, Yves Pigneur
- Value Proposition Design Companion, Author: Alexander Osterwalder, Yves Pigneur

講義指定図書 Reading List

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- Value Proposition Design Companion, Author: Alexander Osterwalder, Yves Pigneur

参照ホームページ Websites

<https://hokkaidosummerinstitute.oia.hokudai.ac.jp/jp/courses/CourseDetail=G019>

<https://nitobe-college.academic.hokudai.ac.jp>

備考 Additional Information

*All the classes and workshops shall be conducted in English.

*This course is offered as Inter-Graduate School Classes (General Subject): Humanities and Social Sciences, and Hokkaido Summer Institute “Special Lecture on Drug Discovery Science II (Biocamp)”. When the students who enrolled in Nitobe College Honors Program: Graduate Curriculum have earned credits for this course, they are deemed to have earned 1 credit for “Nitobe College Special Seminar: Entrepreneurship”.

*For details, please contact the instructor of Nitobe College (Prof. Tani, tani@eng.hokudai.ac.jp).