

GNAM | Global Network for Advanced Management
GNW | Global Network Week

Tokyo Program | March 11-15, 2019

INNOVATION X GLOBALIZATION | JAPAN STYLE

Program Outline
November 22, 2018



The Global Knowledge Hub in Tokyo

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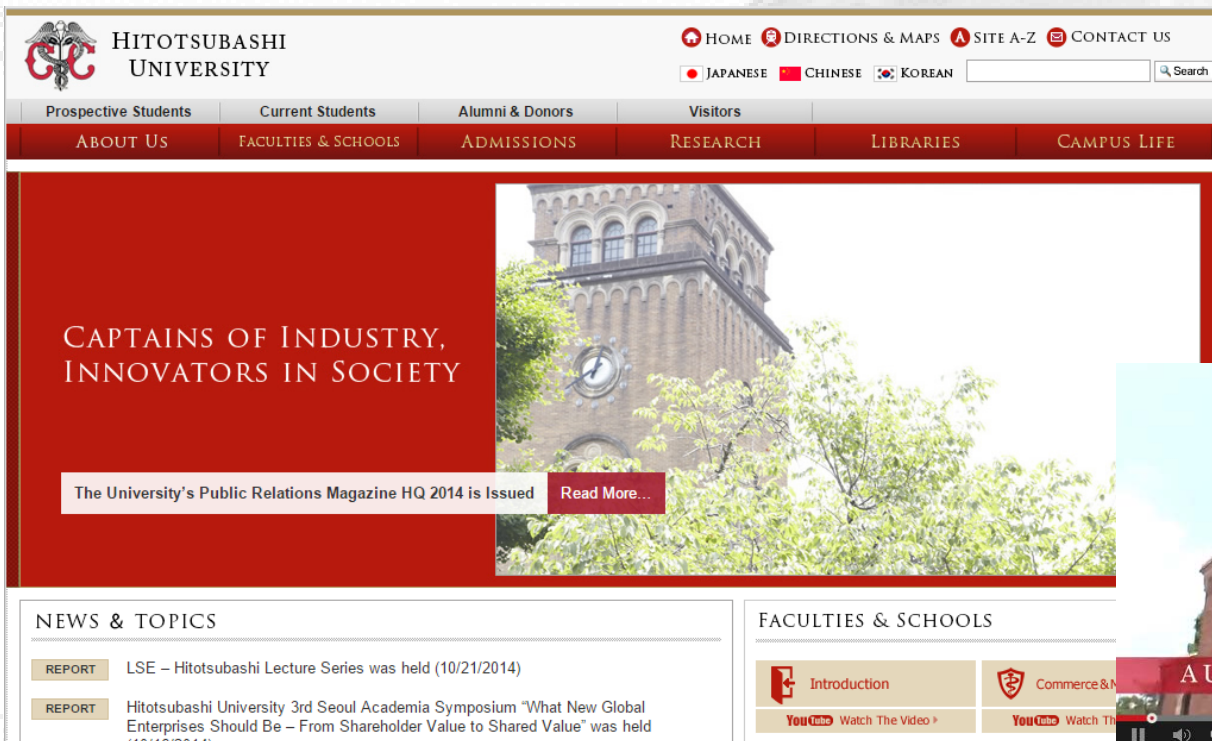
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AN INTRODUCTION TO

HITOTSUBASHI ICS

- 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>



The screenshot shows the Hitotsubashi University website. 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 horizontal menu contains links for Prospective Students, Current Students, Alumni & Donors, and Visitors. Below this is a secondary menu with links for ABOUT US, FACULTIES & SCHOOLS, ADMISSIONS, RESEARCH, LIBRARIES, and CAMPUS LIFE. The main content area features a large red banner with the text "CAPTAINS OF INDUSTRY, INNOVATORS IN SOCIETY" and a sub-header "The University's Public Relations Magazine HQ 2014 is Issued" with a "Read More..." link. Below the banner are sections for "NEWS & TOPICS" and "FACULTIES & SCHOOLS". The "NEWS & TOPICS" section lists two reports: "LSE - Hitotsubashi Lecture Series was held (10/21/2014)" and "Hitotsubashi University 3rd Seoul Academia Symposium 'What New Global Enterprises Should Be - From Shareholder Value to Shared Value' was held (10/16/2014)". The "FACULTIES & SCHOOLS" section includes links for "Introduction" and "Commerce & N" with "Watch The Video" buttons. At the bottom right, a video player shows a building with the text "A University Specializing in the Social Sciences" overlaid. The video player controls show a duration of 0:14 / 4:10.

HITOTSUBASHI ICS

WEB:

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

- 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



HITOTSUBASHI ICS | Our Mission, Vision and Values

MISSION

Achieving **“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

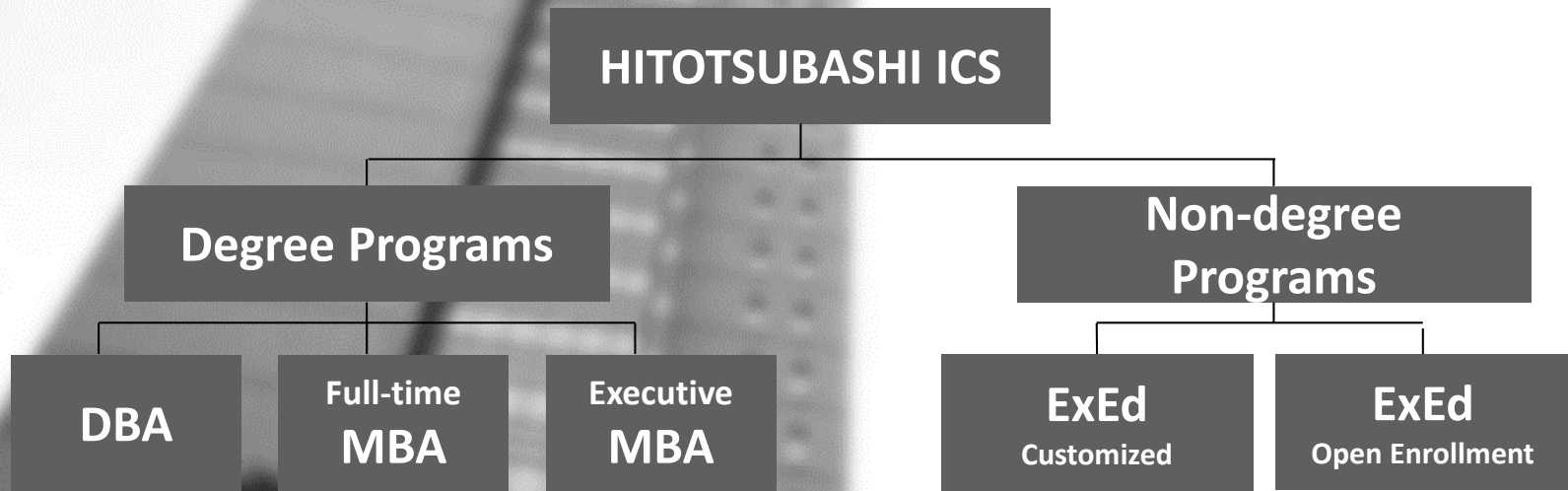
Undergirding the vision are the core values it follows in everything it does: **Excellence; Integrity; Imagination; Inclusiveness; and Citizenship.**

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



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

X

Assets in Japan

- Cool Japan subculture
- IoT, Robotics, AI, VR, AR
- Operational excellence
- Unique customer needs for cleanliness, etc.

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

ATKearney

AXELSPACE

SONY

MUJI
無印良品

FIELD VISITS

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

円覚寺

SONY

FOUNDATIONS: CONCEPTS & FRAMEWORKS

- Knowledge Management (K. Ichijo)
- Competitiveness & Clusters (E. Osono)
- Cool Japan & NeXTOKYO Project (T. Umezawa)

	DAY 1 Mon, March 11	DAY 2 Tue, March 12	DAY 3 Wed, March 13	DAY 4 Thu, March 14	DAY 5 Fri, March 15
MORNING	<p>INTRODUCTION E. Osono & S. Suzuki 0830-0900 (@ICS Classroom 2)</p> <p>TEAM BUILDING THROUGH FLOWER ARRANGEMENT Mayuka Yamazaki 0915-1145 (@ICS 7th Open Space)</p> <p>Confirmed</p>	<p>BUS TO SONY 0900-950 Meet on the lobby of the ICS building</p> <p>COMPANY SESSION 5 SONY The Square, Q&A with the PR team E. Osono & S. Suzuki 1000-1150 (@SONY HQ)</p> <p>Confirmed</p>	<p>COMPANY SESSION 1 A consumer goods company Guest: TBA E. Osono & S. Suzuki 0830-0930 (@ICS Classroom 2)</p> <p>COMPANY SESSION 1 MUJI Guest: TBA E. Osono & S. Suzuki 0945-1115 (@ICS Classroom 2)</p>	<p>FOUNDATION 3 Competitiveness & Clusters E. Osono 0830-0930 (@ICS Classroom 2)</p> <p>FOUNDATION 4 Japanese Culture M. Kimura & M. Nishisaka 1000-1130 (@ICS Classroom 2)</p> <p>Confirmed</p>	<p>FOUNDATION 5 Knowledge Management K. Ichijo 900-1030 (@ICS Classroom 2)</p> <p>WRAP-UP SESSION E. Osono & S. Suzuki 1100-1130 (@ICS Classroom 2)</p>
LUNCH	<p>LUNCH AT ICS 1145-1245</p>	<p>BUS TO ICS, LUNCH 1200-1300</p>	<p>LUNCH AT XXX and Move to ASKUL 1230-1400</p>	<p>BUS TO KAMAKURA LUNCH 1130-1330</p>	<p>CERTIFICATE AWARD LUNCHEON AT ICS 12000-1400 (@ICS)</p>
AFTERNOON	<p>FOUNDATION 1 Japan as National Innovation System Y. Fujikawa 1245-1415 (@ICS Classroom 2)</p> <p>FOUNDATION 2 Cool Japan & NeXTOKYO Guest: T. Umezawa E. Osono 1430-1600 (@ICS Classroom 2)</p> <p>Confirmed</p> <p>FIELD VISIT 1 Japan: Old & New Team Activity To Akihabara, Asakusa, Shibuya, Sugamo, etc. 1615-1800</p>	<p>COMPANY SESSION 3 A high-tech startup Guest: TBA E. Osono & S. Suzuki 1300-1400 (@ICS Classroom 2)</p> <p>BUS TO NIHONBASHI 1400-1430</p> <p>COMPANY SESSION 4 AXELSPACE Guest: Yuya Nakamura E. Osono & S. Suzuki 1430-1730 (@CLIP NIHONBASHI by MITSUI FUDOSAN)</p> <p>Confirmed</p> <p>FIELD VISIT 2 MUJI Flagship Store Visit Team Activity 1800-1830</p>	<p>COMPANY SESSION 1 AUTOMATED DISTRIBUTION CENTER Guest: TBA E. Osono & S. Suzuki 1400-1600 (@TBD)</p> <p>BUS TO ICS 1600-1630</p> <p>MID-REFRECTION E. Osono & S. Suzuki</p> <p>GNAM/ICS Alumni Reception Guests: TBD Kaoru Iino, Naoshi Takatsu 1830-2030</p>	<p>FIELD VISIT 2 1330-1530 Zazen Experience at Engakuji Temple (Kamakura) M. Kimura & M. Nishisaka 1530-1800 Kamakura Tour Team Activity</p> <p>Confirmed</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>	

Tentative as of Nov 22, 2018

The schedule may change, including the ending time on Day 5.

TOKYO



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.

TOKYO



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.



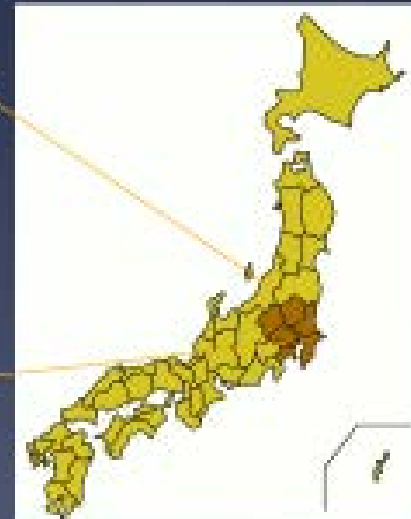
Cherry blossoms bloom in early spring, spurring impromptu parties, picnics and sightseeing.

GETTING TO ICS

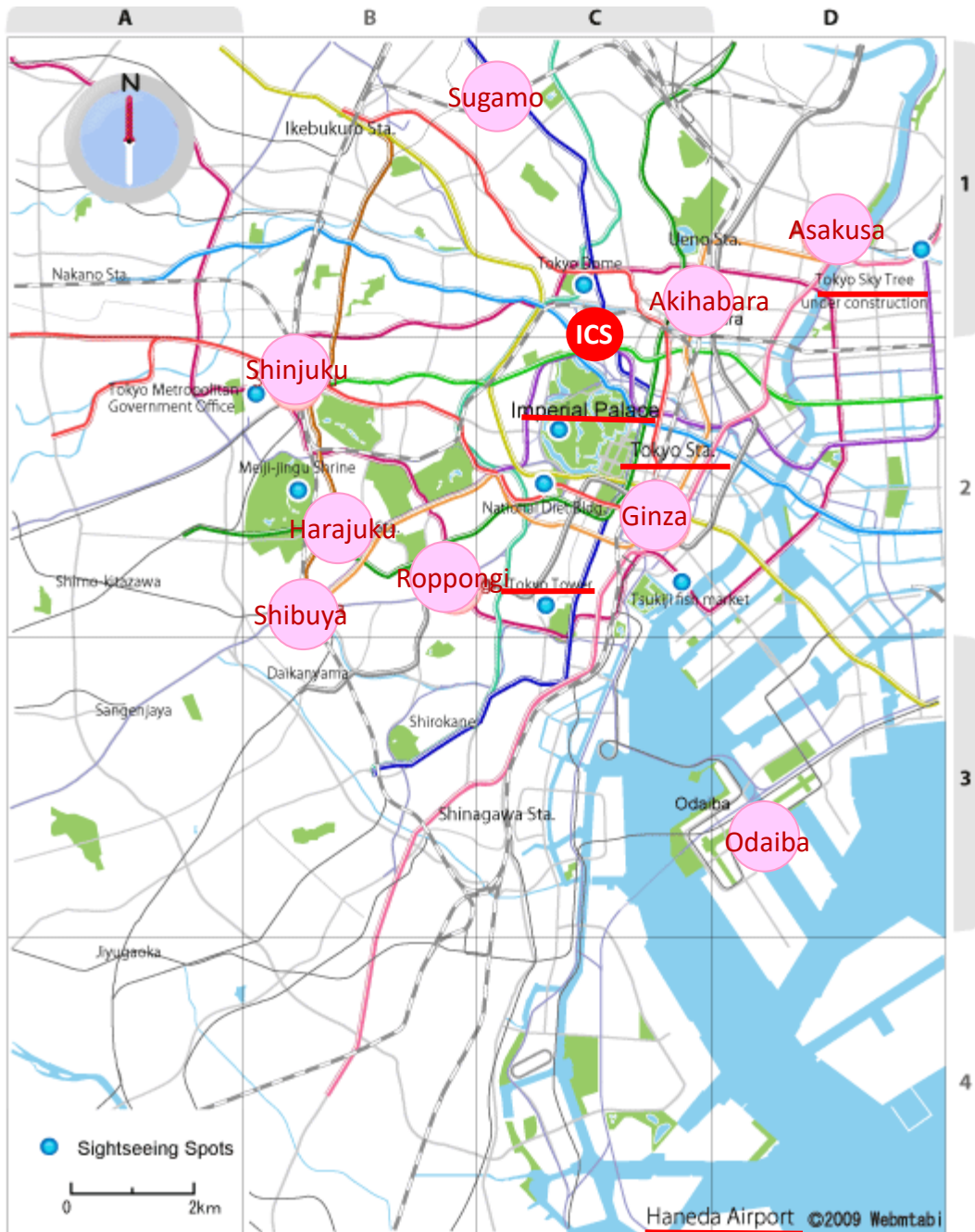
MAPS & DIRECTIONS



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
- 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.tokyo-metro.jp/en/subwaymap/>

From Tokyo International Airport (Haneda, HND):

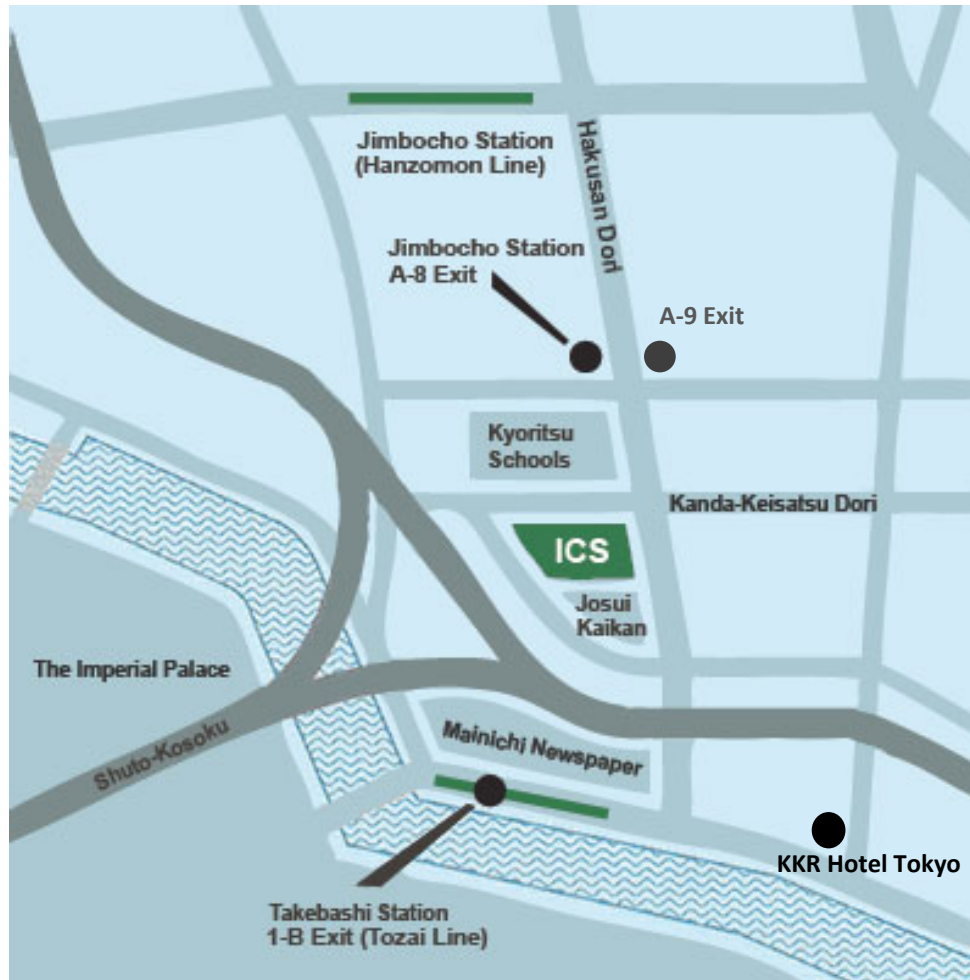
From HND to ICS

- 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

CANVAS & HBSP CORSEPACK | Online Courseware

- 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.

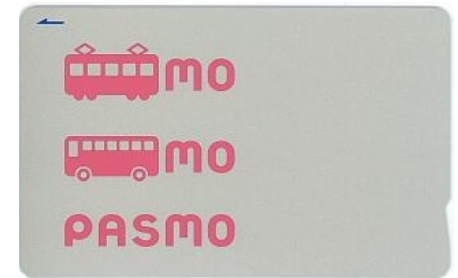
SOCIAL MEDIA CODE | Do's and Don'ts

- 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.

MEDIA COVERAGE | Opt Out Option

- 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.)

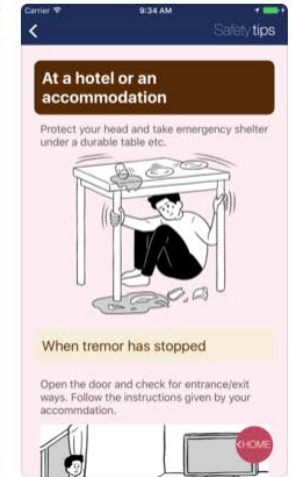
You might experience...

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



Safety tips
RC Solution Co.

Free



<https://itunes.apple.com/us/app/safety-tips/id858357174?mt=8&ign-mpt=uo%3D4>

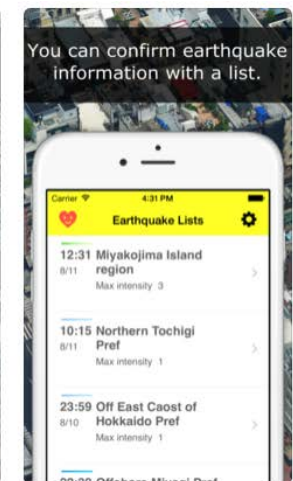
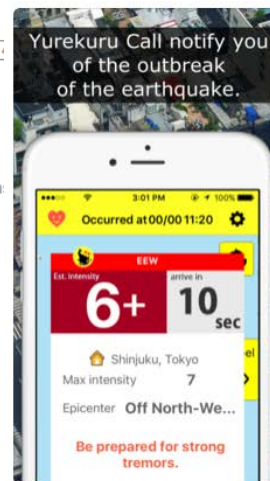


Yureka Call
RC Solution Co.

#22 in Weather

★★★★☆ 185 Ratings

Free • Offers In-App Purch



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)



- URL: <http://www.kkr-hotel-tokyo.gr.jp/english/>
- 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

FACULTY COORDINATORS

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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- Emi Osono, Professor
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