

GNAM | Global Network for Advanced Management
EMBA GNW | Global Network Week | JUNE 13-17, 2022

Hitotsubashi ICS Program
INNOVATION X SERVICE | *OMOTENASHI* 3.0

March 10, 2022

Satoko Suzuki (ssuzuki@ics.hub.hit-u.ac.jp)
Jinju Lee (jlee@ics.hub.hit-u.ac.jp)



Hitotsubashi University Business School
School of International Corporate Strategy



EMBA GNW Hitotsubashi ICS Program |

Discover INNOVATION x SERVICE in Japan!



The Global Knowledge Hub in Tokyo

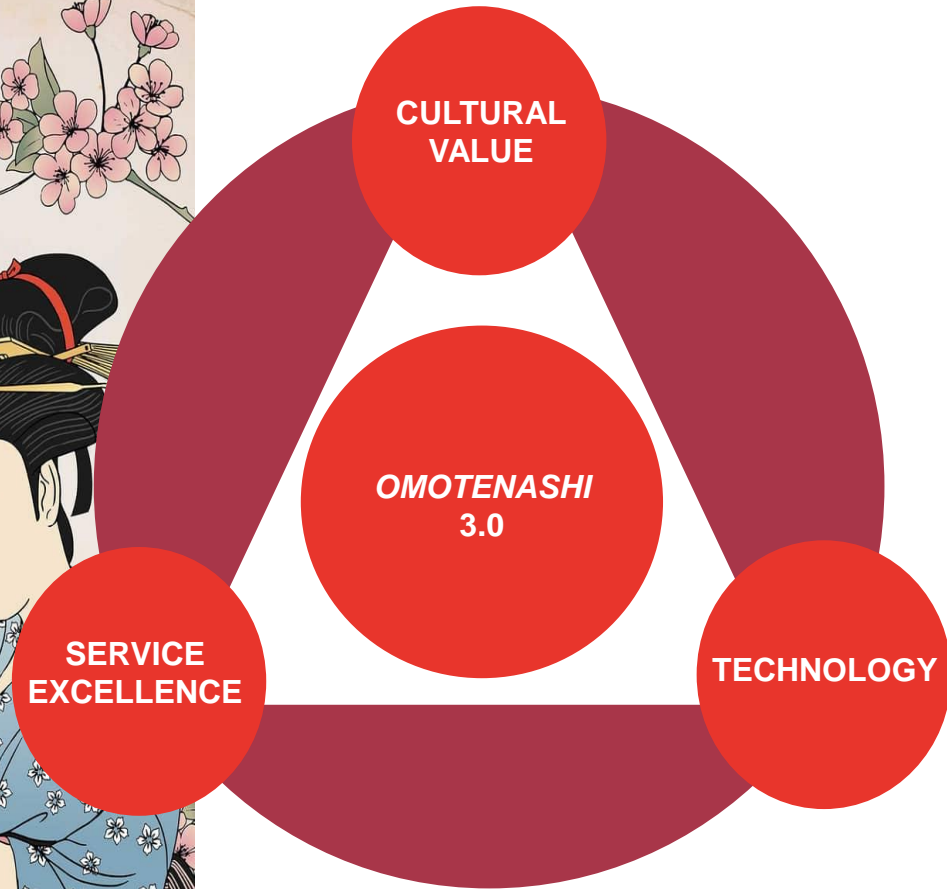
2022 EMBA GNW Hitotsubashi ICS Program is designed for EMBA students to learn the mindset and best practices of service management and service innovations in Japan.

You will have the access to: 1) the behind the scenes of service deliveries in Japan, and 2) lectures and live discussion sessions with the managers from the leading companies in Japan.

We are looking forward to virtually guide you to the world of *Omotenashi!*

THEME | *OMOTENASHI* 3.0

CULTURAL VALUE x SERVICE EXCELLENCE x TECHNOLOGY



<https://www.tokyoweekender.com/2020/03/japanese-words-we-cant-translate-is-omotenashi-really-japanese-hospitality/>

Course Structure:

- **Synchronous Sessions (live):**
Interactive lectures and discussions
- **Asynchronous Sessions:**
Pre-recorded videos
- **Group project and presentation**

Time Zone:

- **Synchronous sessions will be scheduled at 12 – 4 pm (Tokyo Time, Tentative)**

Attendance

- **Attendance required for synchronous sessions**

Certificate and Grading:

- **To receive a course completion certificate you need to fulfill: (1) attendance requirements and (2) receive a “pass” for assignments**
- **Details will be delivered on the first-day session**

Course Materials:

- **All course materials will be posted via Hitotsubashi ICS learning platform CANVAS. You will be provided your personal ID to access the platform**
- **You will get the access to CANVAS two weeks prior to the GNW week**

EMBA GNW Hitotsubashi ICS | Course Curriculum (TENTATIVE)

FOUNDATIONS: COUNTRY & CULTURE

Introduction to Japanese Culture
“SA-DO” (Ways of Japanese Tea Ceremony)
Service Management in Japan

COMPANY SESSIONS (Live)

Yamato Transportation
Tessei
Panasonic

FIELD VISITS (Live & Video)

Japanese Tea Ceremony
Hoshinoya Tokyo
Henn-na Hotel
Traditional Sushi Bar and
Conveyor Belt Sushi Restaurants

FOUNDATIONS: CONCEPTS & FRAMEWORKS

Omotenashi 3.0
Service Management Triangle
Service-Profit Chain

EMBA GNW Hitotsubashi ICS | Course Schedule

*all dates and time are based on Japan Standard Time

JST	DAY 1 June 13, 2022 (Mon)	DAY 2 June 14, 2022 (Tues)	DAY 3 June 15, 2022 (Wed)	DAY 4 June 16, 2022 (Thurs)	DAY 5 June 17, 2022 (Fri)
12:00	<u>INTRODUCTION</u> 12:00-12:30 S. Suzuki & J. Lee	<u>FOUNDATION 2</u> <u>Omotenashi 1.0 & 2.0</u> 12:00-13:00 S. Suzuki	<u>FOUNDATION 3</u> <u>Japanese Service Management</u> 12:00-13:30 Y. Fujikawa	<u>SPEAKER SESSION 3</u> PANASONIC 12:00-13:00	<u>GROUP PRESENTATION</u> 12:00-15:00 GROUP 1: 12:00-13:00 GROUP 2: 13:00-14:00 GROUP 3: 14:00-15:00
12:30	<u>TEAM BUILDING</u> 12:30-13:30 J. Lee				
13:00	<u>HOSHINO RESORT CASE</u> 13:00-13:30	<u>GROUP WORK</u> 13:00-16:00			
13:30	BREAK (15MIN)	BREAK (15MIN)	BREAK (15MIN)	<u>CONSULTATION</u> GROUP 1: 13:00-14:00 GROUP 2: 14:00-15:00 GROUP 3: 15:00-16:00	
14:00	<u>FOUNDATION 1</u> <u>Japanese Culture</u> 13:45-14:45 M. Kimura & M. Nishisaka	<u>SPEAKER SESSION 1</u> TESSEI 13:45-14:45	<u>SPEAKER SESSION 2</u> YAMATO 13:45-14:45		
14:30	BREAK (15MIN)	BREAK (15MIN)	BREAK (15MIN)		
15:00	<u>EXPERIENTIAL LEARNING</u> SA-DO (JAPANESE TEA CEREMONY) 15:00-16:00	<u>BREAK-OUT SESSION 1</u> OMOTENASHI 1.0 & 2.0 15:00-16:00	<u>FOUNDATION 4 Omotenashi 3.0</u> 15:00-15:30 S. Suzuki	<u>WRAP-UP & AWARD CEREMONY</u> 15:15-16:00 S. Suzuki & J. Lee	
15:30			<u>BREAK-OUT SESSION 2</u> OMOTENASHI 3.0 15:30-16:00		
16:00					
16:30					
17:00					
17:30	<u>ASYNCHRONOUS SESSION 1</u> OMOTENASHI 1.0 & TRADITIONAL SUSHI CASE (81 MIN)	<u>ASYNCHRONOUS SESSION 2</u> OMOTENASHI 2.0 (OPERATION MANAGEMENT) & CONVEYOR BELT SUSHI CASE (30 MIN)	<u>ASYNCHRONOUS SESSION 4</u> OMOTENASHI 3.0 & HENN-NA HOTEL CASE (30 MIN)		
18:00					

As of Mar 10, 2022

Faculties in Charge:



Satoko Suzuki

Associate Professor

Email: ssuzuki@ics.hub.hit-u.ac.jp

http://www.ics.hub.hit-u.ac.jp/faculty/profile/suzuki_satoko.html



Jinju Lee

Assistant Professor

Email: jlee@ics.hub.hit-u.ac.jp

<http://www.ics.hub.hit-u.ac.jp/faculty/profile/post.html>

Staffs in Charge:

Haruna Shiratori, China Seki

ICS EMA Office

Email: ics-emba@ics.hub.hit-u.ac.jp