

プログラム概要

1. 名称 : Introduction to Business Model Innovation
2. 実施日時 : 2017年3月26日(日曜日) 10:00-18:00
3. 実施会場 : 北九州学術研究都市
4. 目的 : 早稲田大学理工学術院大学院情報生産システム研究科 (IPS) の学生ならびに北九州学術研究都市の本学と連携の大学の大学院生を対象として、「ビジネスモデル・イノベーション」の考え方とその実践手法である「ビジネスモデル・ナビゲーター」を英語による濃縮したトレーニングを通じて学び、新規事業あるいはベンチャー企業をスタートアップする際に役立つ手法を身に付ける。
5. 実施の内容 :
成功企業 300 社から抽出した 55 種のビジネスモデル・パターンの再利用・組み合わせを一連の設計手法にまとめ、“属人的でなく仕組みとして” ビジネスモデルを革新できるようにした『ビジネスモデル・ナビゲーター』手法を、アクティブラーニング形式で学ぶ。チーム形式で実際に事業アイデアの創出、評価、絞り込みを行って実践演習し、手法の習得を目指す。講義は英語で実施。

当日の流れ :

10:00-11:30: Presentation/Case Study: Introduction to Business Model Innovation

11:30-12:00: Session: The Current Business Model

12:00-13:00: Lunch Break

13:00-14:00: Session: Ideation with 55 Business Model Patterns

14:00-16:00: Session: Evaluation and Documentation of Ideas

16:00-17:30: Session: Presentation of Ideas

17:30-18:00: Recap/Q&A

事前課題など

- ①Please download and read the St. Gallen Business Model Navigator Working Paper(<http://s.maximize.jp/owncloud/index.php/s/oLJHLK5hQuOcegc> pswd:waseda2017).
- ②Please look at the web pages of: Netflix, Nest labs, Uber, Spotify, and SumUp.

以上

FAIS event session plan

1. Session title: Introduction to Business Model Innovation
2. Date/Time: Sunday March 26th 2017 from 10:00 to 18:00
3. Place: Kitakyushu Science and Research Park
4. Objectives: This session is for students enrolled in Graduate School of Information, Production and Systems at Waseda University (IPS) as well as graduate students from affiliated schools of Waseda University to learn the concept of “Business Model Innovation” and its practice method, “Business Model Navigator” through the intensive training delivered in English, and acquire a practical method to help starting a new business initiative or a venture company.
5. Session overview: Active learning method will be employed throughout the session to learn “Business Model Navigator” method which enables an innovative business model to be generated “systematically not in individualistic manner” by using the series of design methodology based on reuse and combination of 55 business model patterns extracted from successful 300 businesses. The goal is to acquire the practice by actually generating, evaluating, and selecting business ideas in a group.
6. Session agenda:
 - 10:00-11:30: Presentation/Case Study: Introduction to Business Model Innovation
 - 11:30-12:00: Session: The Current Business Model
 - 12:00-13:00: Lunch Break
 - 13:00-14:00: Session: Ideation with 55 Business Model Patterns
 - 14:00-16:00: Session: Evaluation and Documentation of Ideas
 - 16:00-17:30: Session: Presentation of Ideas
 - 17:30-18:00: Recap/Q&A
7. Expected preparation before attending this session:
 - ①Please download and read the St. Gallen Business Model Navigator Working Paper(<http://s.maximize.jp/owncloud/index.php/s/oLJHLK5hQuQcegc> pswd:waseda2017).
 - ②Please look at the web pages of: Netflix, Nest labs, Uber, Spotify, and SumUp.