

2011年10月25日

各位

慶應義塾大学大学院経営管理研究科

グローバル・ビジネス・フォーラムによる  
日本のグランド・デザイン策定を行う融合型実践教育  
(慶應義塾創立150年記念事業未来先導基金プログラム)

## Grand Design by Japan

特別セミナー「Project and Program Management for the Grand Design」のご案内

拝啓

紅葉の候、ますますご清栄のことと拝察いたします。

さて、慶應義塾大学大学院経営管理研究科の「グランド・デザイン策定の融合型教育」プログラムでは、融合型社会人教育により日本のグランド・デザイン策定を行うという目的を掲げ、プロジェクトとフォーラムを中核とする通年の教育活動に、取り組んでおります。2011年度プロジェクトとしては、震災の危機対応と震災後の日本と世界を題材にした、東北の水産業の復興、復興のビジネス・モデルとファイナンス、教育と震災、などの各プロジェクトのほか、インド・中国・日本の関係プロジェクト、遠隔医療と地域医療プロジェクト、省エネルギー技術プロジェクトなどが進行しています。

当プログラムでは、11月には、Project & Program Management 教育の世界的指導者、メンターとして御活躍されている田中弘氏を講師にお招きし、3日間の集中特別セミナーを実施します。

このセミナーでは閉塞感に覆われる日本において、何を、どのように取り組むべきかという課題について、最高品質の Project & Program Management 教育を通して検討します。このセミナーに参加することで、参加者は、Project & Program Management の世界標準の基礎的な経験と知識を得ることができます。さらに、ビジネス、行政、学校、研究機関その他の場で、グランド・デザインを策定するために不可欠な、多様な視点、課題設定、分析方法、協働の方法を理解することができます。

講師の使用言語は英語とします。急速に国際化の進む世界のプロジェクト・マネジメント界へのアクセスを容易にするには英語による講義が不可欠です。これを反映して、国内外の主要大学でも英語による講義が実施されております。このため、当セミナーでは英語で講義をおこないます。しかし、質疑、討議においては、日本語の使用も可能です。

また、実施期日は土曜日、日曜日、祝日という参加の容易な日程を設定し、ご多忙のかたの日程を配慮し、第3日目は参加を選択可としました。

この3日間の集中セミナーについて、10名の社会人を募集しております。この貴重な機会を、皆様の長期的なキャリアのための、社会人教育の中核として位置付けていただきたく、本セミナーへの御参加の検討を、お願い申し上げます。御質問があれば、下記の連絡先に、お問い合わせください。詳細をご説明申し上げます。

敬具

Global Business Forum, Grand Design by Japan  
(Keio University, Design the Future Program for Keio 150 Anniversary)

## Grand Design by Japan

### Call for Participants

Special seminar 「Project and Program Management for the Grand Design」

Dear expected participants

In dealing with hardship Japan currently faces, Keio University, Business School has just created a new educational seminar this fall. This three-day intensive course on project and program management is designed for business people, government officials, students, and academics, and others who wish to tackle difficult questions in real world.

As an instructor, we invite professor Hiroshi Tanaka, who is renowned for his long time achievements of "Project and Program Management Education" all over the world including Japanese business, universities, and government, to European, Asian, and African counterparts.

In participating in this course, participants will obtain understanding of the global standard of "project and program management". They will also obtain global and cross-discipline perspectives to solve real world problems.

Please utilize this rare educational opportunity as a focal point of your future career development and education.

#### Contact information

Tomo Anegawa, Professor and coordinator of this program  
Keio University, Graduate School of Business Administration  
4-1-1 Hiyoshi Kohoku, Yokohama Japan 223-8526  
Tel. 045-564-2015, Fax. 045-562-3502  
e-mail: [anegawa@kbs.keio.ac.jp](mailto:anegawa@kbs.keio.ac.jp)

## 特別セミナー「Project and Program Management for the Grand Design」募集中

11月12日, 13日, 23日(3日間集中セミナー)

- (i) 本セミナーのみに参加する社会人10名(新規募集)
- (ii) 「グランド・デザイン策定の融合型教育」プログラム参加者から15名(正規参加者募集)

下記要領で、参加者を募集します。

内容 「日本のグランド・デザインを策定する融合型実践教育」による3日間の特別セミナー  
特別セミナー「グローバル・ビジネス・セミナー」「Project and Program Management for Grand Design”

英語名称 “Grand Design by Japan” Feature Seminar and Workshop, “Project and Program Management as a Vehicle to Support Grand Design Building and Delivery” With an Application to “Eco-Smart Community Development”

日程 2011年11月12日(土), 13日(日), 23日(水, 祝日)(最初の2日間は出席義務があります。第3日目は選択可能です)。それぞれ9:00 - 18:00

場所 慶應日吉キャンパス 協生館 5F エグゼクティブ・ルームと討議室

実施主体 慶應義塾大学大学院経営管理研究科「ビジネス・教育研究開発室」ならびに  
「グランド・デザイン策定の融合型教育プログラム」

企画 姉川知史

講師 田中 弘 日本プロジェクト・マネジメント協会前理事長, 世界 PM 協会連盟元会長、  
National University of Shipbuilding in Ukraine 教授その他(詳細は別紙)

言語 使用言語は英語, 質疑, 討議においては日本語使用可

\*今回, 外国人の参加を可能とし, 世界標準により, 最高の質の教育を実施するために, さらに, 急速に国際化する世界のプロジェクト・マネジメント界へのアクセスを可能とするために英語を主たる使用言語とします。参加者は日本人が多く, 質疑, 討議では英語と日本語の双方の使用が可能です。

参加者 (i) このセミナーのために新規募集する社会人10名 募集形態1

(ii) 「グランド・デザイン策定の融合型教育」プログラム参加者から15名選抜 募集形態2

最小挙行人数15名, 最大挙行人数40名前後

全体として, 学部学生, 経営管理研究科学生, 他研究科学生, 社会人, 教員, その他の各層からバランスよく参加者を募り, 融合型教育を行う。

修了書 本セミナー修了者のうち(i) (ii)の参加者には, 慶應義塾の修了書を授与する。修了要件は3日間を通じた出席と, 講師による評価。

料金 3日間6万円/人。日本のグランド・デザインを策定する融合型実践教育プログラムからの選抜者は料金を免除の予定

セミナー詳細説明 (別紙)

申込 詳細 [http://anegawa.kbs.keio.ac.jp/Grand\\_Design\\_Project/index2.html](http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/index2.html)

参加希望者は, このファイル最後のページあるいは, 申込用紙を上記サイトよりダウンロードして, Fax.045-562-3502, あるいは e-mail で [keio.grand.design@gmail.com](mailto:keio.grand.design@gmail.com) まで, ご送付ください。

この案内文は下記にあります。 <https://sites.google.com/site/keiogranddesign>

[http://www.kbs.keio.ac.jp/bulletin/pdf/Grand\\_Design\\_by\\_Japan\\_20111112ver4-1.pdf](http://www.kbs.keio.ac.jp/bulletin/pdf/Grand_Design_by_Japan_20111112ver4-1.pdf)

以上

慶應義塾大学大学院経営管理研究科 (企画担当, 教授 姉川知史)

[keio.grand.design@gmail.com](mailto:keio.grand.design@gmail.com)

Tel. 045-564-2015, Fax.045-562-3502

## Grand Design by Japan

特別セミナー参加申し込み 11月5日締め切り

“Project and Program Management for Grand Design”

Call for Participants, Apply by November 5.

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**Application Form , Grand Design by Japan , Fax. 045-562-3502**

Both Japanese and English information is required if available.

Name(氏名) \_\_\_\_\_

Name of School, Department (学校) \_\_\_\_\_

Year :      Ph.D.,      Mater      Undergraduate

Name of Affiliation, Position (勤務先) \_\_\_\_\_

Address 〒 \_\_\_\_\_

住所 : 〒 \_\_\_\_\_

Contact : Tel.: \_\_\_\_\_ Fax.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Information: \_\_\_\_\_

### Contact Information

Office of the Grand Design by Japan Program

Keio University, Graduate School of Business Administration

4-1-1 Hiyoshi Kohoku, Yokohama-city, Japan 223-8526

Tel . 045-564-2015 , Fax . 045-562-3502

E - mail : keio.grand.design@gmail.com, Anegawa

HP [ [http://anegawa.kbs.keio.ac.jp/Grand\\_Design\\_Project/index2.html](http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/index2.html) ]

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Grand Design of Japan - A New Education on USTREAM

URL [ <http://www.ustream.tv/channel/keio-grand-design> ]

## “Grand Design by Japan”

### Feature Seminar and Workshop

### “Project and Program Management as a Vehicle to Support Grand Design Building and Delivery”

### With an Application to “Eco-Smart Community Development”

Date: Saturday November 12, Sunday November 13 and Wednesday November 23, 2011 (3-full day seminar & workshop)

Venue: Keio University’s Keio Business School, Executive Seminar Room 5<sup>th</sup> Floor, Kyousei-kan, Hiyoshi Campus

Organizer: Keio Business School (KBS)

Sponsor: Design the Future Fund commemorating the Keio 150<sup>th</sup> Anniversary

#### Course Objective

- Learn, in three days, essence of management in project context, a contemporary paradigm of organizational management racing against competition, time and resources, coveted by Japan to mark a strong stride to a competitive global player anew
- Know how to apply project and program management fundamentals for innovation to themes of the day, thereby contributing to actions on our common grand goal “Grand Design by Japan”.
- Benefit from pragmatic, concise contents but supported by robust theories in the bottom by being exposed to an essential framework of strategy formulation and delivery in project and program context.
- Get cross-fertilized among delegates with different backgrounds for breakthrough inspiration.

#### Course Language

- English is used for teaching materials, lectures, and delegates feedbacks and presentations to endorse the spirit of the “Grand Design by Japan” program and to allow opportunities of non-Japanese speaking graduate students to participate in the program.
- Partial Japanese conversation is allowed during workshop exercises but to the extent that essential discussions are shared by non-Japanese students as well.

#### Features of the Course

- The course consists of lectures; short discussions; and two x half day workshops.
- The class is a mix of graduate students, business persons and academia from other disciplines, with different exposure to project environment. No prerequisite is set.
- Course contents are compatible in theories with global practice of project and

program management and are uniquely laid out by the course director who has 30 years of experience in the global project management community.

- Japanese project and program management strength is woven into the course

### **Preamble to the Course**

We are navigating through relentless global competition, unprecedentedly fluid and turbulent socio-economic changes and turbulence as well as a wave of development. Most organizations, be private or public, are forced to seek breakthrough in their operations to grow or at least survive. Project management, embracing dynamic management paradigm of the day, is a global language in all sectors. At the same time, project management is evolving rapidly to include program management, one tier higher than project management. Globally, project management strongly focused merely on the secure delivery of a project is considerably losing its turf as there are not a sufficient number of projects, or traditional methods do not well support innovation factors increasingly involved in projects.

This course of three-day seminar and workshop delivers to delegates fundamentals of, both project and program management (P&PM) and relevant entrant skills of applying P&PM by means of plain-language courseware, including typical method illustrations.

The course would welcome the delegates trying to capture basics of project management, to address complex problems in the society, business and public services by way of program management, or to expand his/her sphere of management.

### **Faculty**

Organizer of the Grand Design by Japan Program:

Professor, Dr. Tomofumi Anagawa, Ph.D.

Keio University, Graduate School of Business Administration

### **Course Director and Instructor**



Professor, Dr. Hiroshi (Hiro) Tanaka  
Practitioner – Association Head – Global Analyst –  
Professor of Project and Program Management

Pr. Hiroshi Tanaka is Adviser and Immediate Past President of Project Management Association of Japan (PMAJ); Visiting Professor (Professor until 2010) of Strategy, Programme and Project Management at SKEMA Business School, France; State Professor of Program and Project Management at Admiral Makarov National University of Shipbuilding in Ukraine; Professor of Strategy, Program and Project Management at Center for Advanced Studies and Research in Project, Program and Portfolio Management in Senegal; Visiting Professor of Program and Project Management at Kiev National University of Construction and Architecture in Ukraine; and Guest Professor with “Grand Design by Japan” Program at Keio University

Graduate Business School, in Japan. He is expert of JICA in project and program management and program director at AOTS in P2M course, since 2009.

In industry, he has 42 years of experience in the global engineering & construction industry with his former employer JGC Corporation of Japan. He was a division general manager and a board member of a division company at JGC.

Pr. Tanaka is the founder of Japan's project management society and an active global project management community player; he made his first project management presentation at International Project Management Association (IPMA) World Congress, Copenhagen in 1982 and since served as key note/invited speakers at 100 PM conferences/public seminars in 24 countries and 100 in Japan; he served as the Chair, Global PM Forum, a virtual forum by the world's PM associations, since 2005 to 2007. Pr. Tanaka has been honored with seven international awards of project management, including ExxonMobil Professional PM Award in 1996 and the Ukrainian State Order "Honoured Decoration of the Ministry of Finance of Ukraine", the supreme contribution award to the Ukrainian Government in June 2010, and three Japanese, including the Minister of Economy, Trade and Industry Award (for the promotion of the Japanese engineering industry, in 2008.

He co-authored two Japanese and two English (McGraw-Hill) books on project management.

He holds BS in Political Science from Keio University (1967), Ph.D. of SKEMA Business School and State Academician Diploma of Ukraine.

## Course Syllabus

- Ice-breaking
- Project and Program Management in Short
- Environmental Scan – Why we need project and program management
- Project Management
  - Project Management Flow
  - Project Management Methodology
    - ◇ Lifecycle Perspective
    - ◇ Project Scope Management
    - ◇ Project Quality Management
    - ◇ Project Time Management
    - ◇ Project Resources Management
    - ◇ Cost Management
    - ◇ Project Formation, Organization and Communication
    - ◇ Project Risk Management
- Project Management Workshop by Four Groups
- Program Management
  - Program management background
  - Program management view
  - Program management flow
  - Strategy implementation through a program
  - Program overall objectives - mission

- Program conception and formulation
- Program design and structuring
- Evaluation of the program
- Management of program implementation
- Program Management Workshop by Four Groups
- Wrap-up

## Program

Saturday November 12

Morning: Lectures and Short Discussions

- Ice-breaking
- Project and Program Management in Short
- Environmental Scan – Why we need project and program management
- Project Management

Afternoon: Lectures and Short Discussions

- Project Management
- Orientation on Project Management Workshop

Saturday November 13

Morning: Lectures and Short Discussions

- Project Management

Afternoon: Breakout Workshop by 4 Groups

- Workshop on Project Management on one of three case-guided project themes related to “Eco-Smart, Compact Community Development” given by the course or a group selected theme on its own

Output Presentation for One Hour + (15 min x 4 groups)

Wednesday November 23

Morning: Lectures and Short Discussions

- Program Management

Afternoon: Breakout Workshop by 4 Groups

- Workshop on Program Management on Group Selected Program (Innovation) Theme

Output Presentation for One Hour + (15 min x 4 groups)

## Assumed Delegates (Participants)

- Members of the KBS “Grand Design by Japan” Program
- Graduate Students with KBS, Other Graduate Schools
- International Graduate Exchange Students at Keio University
- Academia
- Delegates from Business Companies and Agencies

## Teaching Materials:

- Course Text Slides (hand-out on Day I; those wishing to obtain the course slides prior to the seminar for familiarization of the English project management terms, PDF slides will be provided upon request)



- Project Management Workshop Guide Slide + Template together with Case Description and other Guide document (advance handout via e-mail)
- Program Management Workshop Guide Slide (advance handout via e-mail)

### **Course Registration**

- Two-steps of the Registration, Application, Admittance, and Registration
- 1-st step: Application should be made by submitting the form to the office of the "Grand Design by Japan" program by October 31.
- 2-nd step: The office replied the admittance and registration information is given to each participant by November 7.

### **Course Certificate**

Upon completion of the three-day program, two certificates will be awarded to participants, one from Keio University and the other from an instructor.

### **Program Fees**

60,000 Yen fee for the course.

(Fees are waived for the official member of the Grand Design by Japan program upon request and conditions.)

### **Accommodation**

Those who need accommodation, guest room is available upon request. 5,000 Yen per night.

### **Contact Information**

Office of the Grand Design by Japan Program

Keio University, Graduate School of Business Administration

4-1-1 Hiyoshi Kohoku, Yokohama-city, Japan 223-8526

Tel . 045-564-2015 , Fax . 045-562-3502

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Hashtag (#keiogdp live at <http://ustre.am/l9lc> )