

Summer Course on Technological Innovation

Grand Design by Japan

Grand Design Project I : Technological Innovations in Global Perspectives and Management Education

Call for students and participants. Open to all students and the public

2019 Daiwa Security Mirai-sendo Chair-ship funded by Keio University,

A Brand New Course by Keio Business School

Cross-disciplines, Project-Program Management, Professional Education

企画実施責任者
科目担当者
経営管理研究科 姉川知史

夏期6日間集中講座(修了証) + 秋学期フォーラムと自主活動(選択)

3日間 イノベーション講義 + Business Proposal Writing Workshop

3日間 Project & Program Management Seminar

■参加者募集 研究科・学部学生, Post Doctor, 社会人, 教員

<**Objectives**> How to solve important problems the world and Japan face based on science and technology. We provide a brand new summer course "Grand Design I-Technological Innovations in Global Perspectives and Education Program.

<**Advantages**> Technology management with cross-section disciplines, cross-generation, and professional education

1. Intensive lectures and proposal writing workshop by a world renowned professor
2. Intensive project and program management lectures and workshop by leading professors
3. Forum with more than ten renowned professors and professionals
4. Main focus is on crisis, sustainability, health and management education

Part 1 Summer Intensive Course (required for credit/certificate)

July 20(Sat), 21(Sun), 27(Sat) 28(sun), August 3(Sat), 4(Sun), 10:45-18:00

Module 1 3 Day lectures and workshop of Project and Program Management by Professor Hiroshi Tanaka (SKEMA, Business School in France)

Module 2 3 Day lectures and Proposal Writing Workshop for a Start-up by Professor Kenji Uchino (Penn State University, Professor) based on his new text book.

Part 2 Forum 7 Half day Fall Semester Follow-up forum (optional) Schedule TBA Lectures on Technological Innovation and Education by more than ten prominent professors, businessmen, and professionals

<**Organization and Contact Information**> Keio University, Graduate School of Business Administration, Grand Design by Japan Program, (Professor Tomofumi Anegawa, 045-564-2015, or keio.grand.design@gmail.com)

<**Language**> English and/or Japanese (Most Instructors command both languages)

<**Expected Students and Participants**> Those who are committed to create technology-based solutions for global society **Register by July 19, 2019**

※単位履修は経営管理研究科学事7月1日までに申請, 理工学研究科学生は6月28日までに矢上學事に申請

<日本語案内> 2019 年度大和証券未来先導チェアシップ講座

慶應義塾大学院経営管理研究科科目

「グランド・デザイン・プロジェクト 1 –Grand Design of Technological Innovations in Global Perspectives and Management Education」

本講座は国際的観点から技術革新マネジメントを検討し、専門領域横断と世代縦断による融合型教育新しい教育方法を実施します。英語による Project and Program Management Seminar, Special Lectures, Proposal Writing Workshop に Project 活動と Follow-up Forum を組み合わせた短期集中型の新機軸の参加型授業です。

参加者募集 本プログラムは学部学生を含むすべての大学、社会人に公開します。1 クラス 35 名(MBA 学生 15 名, 理工系・医学系他 10 名, 教員・社会人 10 名)の参加者を募集します。単位履修あるいは修了証履修の 2 通りがあります。

履修申請・参加申請 単位履修申請は 2019 年 7 月 1 日 11:00AM までに慶應義塾大学大学院経営管理研究科学事, 理工学研究科学生は 6 月 28 日 16:45 までに矢上学事, 単位履修以外の参加申請は下記の事務局へ keio.grand.design@gmail.com

参加する利点 Project Management と Technological Innovation, Start-up の先端教育

<講座概要>

実施主体 慶應義塾大学大学院経営管理研究科

責任者 姉川知史 慶應義塾大学大学院経営管理研究科教授

招待講師 Professor Hiroshi Tanaka (SKEMA Business School, France)

Professor Kenji Uchino (Pennsylvania State University, US) 他 10 人前後の招聘講師

場所 慶應義塾大学日吉 協生館 4F-5F 教室

日程 2019 年 7-8 月週末 6 日間集中夏期講座と 2 学期 (秋学期) 半日全 5 回前後

Part 1 Module1 Project and Program Management Seminar

7月20日土曜日 9:30- オリエンテーション, 10:45-18:00

7月21日日曜日 10:45-18:00

7月28日日曜日 10:45-18:00

Part1 Module 2 Lectures on Technology Management and a Workshop for Research Proposal

7月27日土曜日 10:45-18:00

8月3日土曜日 10:45-18:00

8月4日日曜日 10:45-18:00

Part 2 9-12月の毎月1回前後の半日フォーラムならびに Project Team 研究

9月7日土曜日 13:00-16:15 Part 1-Module 1 Project Team 活動

11月24日日曜日 10:00-12:00 Part I - Module 1 Project Team 最終発表

13:00-18:00 Forum1 CSR, SDGs and Japanese Firms in India

12月14日土曜日 10:00-12:00 Part 1-Module 2 Project Team 最終発表

13:00-18:00 Forum TBA

2020年1月以降, 2から3回の Follow-up Forum を実施予定。

修了証認定: Part 1 の 3 分の 2 以上の参加と発表・レポートの合格

科目単位認定は, Part 1 の Module1 と Module2 のそれぞれの 3 分の 2 以上の出席とレポート課題の合格, Part2 の参加と合格

講座 HP <http://www.dff.keio.ac.jp/activity/chairship/2019/index.html>

Grand Design by Japan http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/

参加料 学生無料, 社会人無料 (60,000 円の参加費を未来先導基金助成により免除)

Grand Design of Technological Innovations in Global Perspectives and Management Education (大和証券チェアシップ講座)

担当教員 慶應義塾大学大学院経営管理研究科 姉川知史

科目案内

授業科目の内容・目的・方法 Course Description/Objectives/Teaching Method

本科目では「2019年度大和証券未来先導チェアシップ, Grand Design of Technological Innovations in Global Perspectives and New Education Program」を実施する。Part 1は7月—8月の週末の夏季集中講義でModule 1(3日間集中, Project and Program Management Seminar)とModule 2(3日間集中, 一般講義, Technological Innovation)によって構成する(単位履修者は両Moduleへの参加が必要)。Part 2は2学期の週末に4回前後実施する半日フォーラム(単位履修者はその一部のセッションに参加が求められる)。

<目的> 日本の科学・技術の長期的低下のリスク, 経済成長と持続可能性のリスクを前提として, 「大学における科学・技術成果をどのように具体的に商業化, 実用化して世界の直面する課題解決を図るかという観点の技術マネジメントについて, 広域学際研究に基づく授業を行う。2018年度はその教育とガバナンスを強調する。講義, 講演, PBLを活用するProject& Program Management セミナーによって構成する。内外の類似プログラムと比較して, 次の特徴を強調する。

- 1.実際に自ら科学・技術を生み出して, その実用化と, その体系化を行っている研究者を招聘し, その体験を整理することで, 課題解決を図る。
- 2.広域学際研究を主導する研究者ならびにその大学における教育プログラムを実現する管理者を招聘し, その体験を整理することで, 新しい教育方法論を比較検討する。
- 3.アメリカ合衆国, ヨーロッパを代表とする「科学・技術のEcosystem」と比較して, 日本のそれを検討し, その問題を解決する方法を検討する。
- 4.科学・技術の成果を実用化する段階(構想, 起業, 連携, 資金調達, 知的財産権, 人的資源管理, 拡大)のマネジメント, Team Management, Creative Project Development, Project Management, Operations Management, Marketing, Finance Management, 知的財産権 Management, Finance, IT Management その他を強調する。
- 5.持続可能性, 環境, 健康に関する科学・技術領域を選択し, その具体的成功, 失敗事例を

国際的観点から検討する。

6.課題解決について、科学、技術、情報、社会科学、人文科学の広域学際研究の成果をグローバルに統合する方法を検討する。

<方法>

Part1 の Module 1 は田中弘教授による Project& Program Management Seminar の 3 日間集中英語講義&グループワークシヨップを行う。対象学生は経営管理研究科，理工学研究科，医学研究科等の修士課程学生，ならびにデジタル・トランスフォーメーションやグリーンエコノミーに対応した新事業開発・市場開発を行う企業の研究者・マネジャー，政策担当者等の社会人の聴講学生を想定する。

Part1 の Module 2 は Uchino 教授が，2017-2018 年度に実施した 3 日間集中 Innovation 講義を中心に，同氏が開発した Entrepreneurship 教育講義を加えた授業を行う。また，大学発 Start-up 企業を想定した教育を実施する。

Part 2 では，技術革新と教育に関するトピック別に外部講師を 10 人前後招聘して，それぞれ半日のフォーラムを実施する。また，PartI,Module1,2 の Project Team 発表を行う。

<教育効果> 技術イノベーションは日本における必須の領域であるが，アメリカ合衆国，ヨーロッパのみならず世界各国では，イノベーションをグローバルに実現する体制が整備され，中国，アジア各国の進捗も著しい。日本では社会システム，マネジメント，規制等において深刻な問題があると想定され，これを解決する手掛かりを得る。グローバルな観点でイノベーションを可能とするシステムについて検討することで，大学における研究科横断的な広域学際教育を試行する。さらに，社会人聴講学生を想定し，イノベーションを行うための人的教育制度の現状と問題を明らかにし，望ましい教育プログラムモデルを開発する。学生はこのプログラムによって新たな体系的方法を獲得する。

<主な招聘講師>

a. 海外招聘者（主講師）

Kenji Uchino, MS, MBA, Ph. D. Director, International Center for Actuators & Transducers, Professor, Electrical Engineering, Distinguished Honors Faculty, Schreyer Honors College, The Pennsylvania State University, Distinguished

Lecturer at IEEE UFFC (Institute of Electrical and Electronic Engineering)

b. 国内招聘講師 (主講師)

田中弘 (フランス SKEMA Business School 教授, Ph.D., Dr.PM Hon.)

c. 外部講師 セッション内講演, フォローアップ・フォーラム講演 10人ほど

<参加学生>

a. マネジメントに関心のある学生

b. 技術に関心のある学生

<学生以外の参加者>

a. 大学においてイノベーション・マネジメントを実施している研究者, 教育者

b. 企業において大学との接点をもってイノベーション・マネジメントを実施している研究者

c. 政府の科学・技術政策担当者

担当教員から履修者へのコメント Lecturer's Comments to Students

この授業は慶應義塾未来先導チェアシップ授業として、主に7-8月と2学期週末を利用して、集中講義、Project & Program Management Seminar、最先端の専門家を招聘したフォーラムによって実施します。使用言語は英語ですが、講師は日本語も併用します。貴重な学習機会であり、当研究科だけでなく、様々な研究科学生、その他の参加をお待ちします。

Questions/Comments

慶應義塾大学大学院経営管理研究科 姉川知史まで問い合わせください。anwegawa@kbs.keio.ac.jp です。

< Announcement in English >

2019 Daiwa Security Mirai Sendo Chairship Lecture

Keio University, Graduate School of Business Administration

**Grand Design Project I - Grand Design of Technological
Innovations in Global Perspectives and Management
Education -**

<Call for Participants>

Open to All Students and the Public

**6-day Summer Intensive Course plus Fall Semester
Real Projects and Forums**

- 1. Special Lectures on Technology Management**
- 2. Workshop on Successful 'Research Fund Proposal'
Writing based on Crisis Technologies for a Start-up**
- 3. Three-day Project & Program Management Seminar**
- 4. Forums by Renowned Professionals and
Presentations**

Course Description

This course intends to establish cross-disciplinary education on technological innovation. First, we invite renowned scholar who realize products and services based on his/her own technological prowess. Second, we compare science and technology ecosystem in the world. Third, we conduct intensive course of Project and Program Management for the Grand design. This year we will focus on technologies related to crisis, sustainability, health, and others.

We invite Professor Kenji Uchino (Pennsylvania State University Professor) and others who provide lectures. Also we invite Professor Hiroshi Tanaka (SKEMA Business School Professor) who presides over Project & Program Management seminar.

This course is based on Grand Design by Japan Program) at Keio Business School, Management Education Development, Business Education and Development Office. Team education is emphasized by integrating various scholars including Professor Uchino, Professor Tanaka, and others.

授業の計画 Course Plan

<Program Components>

Part 1 Six Day Summer Intensive Course of Module 1 and 2 (required to participate in two modules for credit)

Module 1 Three Day Course for the Project and Program Management Seminar for the Grand Design

Module 2 Three Day Intensive Lectures and Workshop of Proposal Writing for a Start-up

Part 2 Forum Series (Four Half-day Forums in the second semester (certain sessions are required to participate)

<Schedule>

<Module 1>

Day1 9:30-10:30, 10:45-18:00

Day2 10:45-18:00

Day3 10:45-18:00

<Module 2>

Day4 10:45- 18:00

Day5 10:45-18:00

Day6 10:45-18:00

Part 2 Forum Series (schedule and programs are tentative)

September-December, January-March

One day per month 13:00-18:00

成績評価方法 Method of Evaluation

Grading will be made for students taking this course for credit. Grade is based on class participation (Part 1 and some sessions of Part 2 forums), reports, presentations for Part 1 Module 1, 2.

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Grading will be made for students taking this course for credit. Grade is based on class participation (Part 1 and some sessions of Part 2 forums), reports, presentations for Part 1 Module 1, 2.

テキスト(教科書) Textbooks

All course materials will be distributed by web or CD.

Reference for Part 1 Module 2

Global Crisis/Sustainability Technologies (World Scientific 2017)

Content: Provide an overview of crisis, sustainability technologies based on his new book. It covers politics and technology, trend, risk management, and crisis technology and sustainability technology. Collected papers are distributed as a course pack.

Textbooks

All course materials will be distributed by web or CD.

Reference for Part 1 Module 2

Global Crisis/Sustainability Technologies (World Scientific 2017)

Content: Provide an overview of crisis, sustainability technologies based on his new book. It covers politics and technology, trend, risk management, and crisis technology and sustainability technology. Collected papers are distributed as a course pack.

Lecturer's Comments to Students

This course is provided as Daiwa Security Mirai Sendo Chairship program. By utilizing weekends in July - August, and 2nd semester, we combine intensive lectures and workshop, Project & Program Management Seminar, and series of forums by renowned scholars. We welcome all students and participants.

Detailed Program Information

Course <http://www.dff.keio.ac.jp/activity/chairship/2019/index.html>

Grand Design by Japan http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/

Detailed Information (This Brochure)

http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/doc/Grand_Design_by_Japan_20190721.pdf

Movies : <https://www.youtube.com/user/KeioGrandDesign>

Detailed Brochure

Part I Module 1 (3 Days)

Project & Program Management for the Grand Design 2019 Lecture

本 Part I Module1 講義は、現在の日本に求められる社会・経済価値のダイナミックな構築のためのプロジェクト型マネジメント知識とスキルを習得するものである。今年の講義では、デジタル化経済、ソサエティ 5.0 や気候変動対応・グリーン経済を視野に入れて、企業や社会における創造的ビジネスと社会のサステナビリティの仕組み作りを副題として講義を進める。

講座開催の背景

- 世界のプロジェクトマネジメント研究者が行った推計によると、プロジェクト投資とプロジェクト型事業（製造業のプロジェクト化など）が GDP に寄与する比率は約 35%(EU) から 50%（推定：東アジア諸国）に達している。企業の成長を維持するためには、新たな製品やサービスを継続的に投入するプロジェクト型ビジネスが不可欠となっている。
- 「企業はゴーイングコンサーンである」という前提が崩れつつあり、企業の発展的な存続を確保するためには、たゆまざるイノベーションとサステナビリティ戦略が必要であり、また新価値を創り出すダイナミックマネジメントが必要である。
- 経済・社会のデジタル化が進み、コネクティビティ・ビジネスが成長し、日本政府が提唱する「ソサエティ 5.0」の装備が進んでいる。
- 地球温暖化（気候変動）の影響は地球環境、社会生活、企業活動に目に見える影響を与えだしてきて、低炭素化社会の実現と低炭素化社会が求めるグリーン成長を支える仕組み作りが急がれる。
- 多くの国、地域で財政赤字が続いており、公共サービスの在り方に機動性や革新性（プロジェクト型行政、Value for Money 原則の採用、民活の利用）が求められている。
- また、山積する社会課題は伝統的な公共マネジメントのみでは解決できず、複数分野の技術・知識・経験を複合する問題解決手法が必要である。
- 新興国には、社会基盤の高度化や、新中間層に向けた市場機会が、また、新興国と発展途上国共に慢性的なインフラ（特に電力、輸送手段）不足が顕著であり、インフラプロジェクトは巨大な市場となっている。日本の技術と資金をインフラ開発に活用するお意義は大きい。

講座の学習目標

【プロジェクト創成の知識とスキル】

- サービス経済、ナレッジ経済、及びソサエティ 5.0 にあって、企業価値・社会価値創造プロジェクトの重要性とプロジェクトマネジメントの関わり方を理解する。
- より高い価値を提供するプロジェクトを組成するために、プロジェクトの総合的な目的を設定し、複数の機能・手段（技術など）・ステークホルダーを合理的に糾合し、またプ

プロジェクト実現のための資金調達（ファイナンス）を計画するための知識を習得する。
（プロジェクト創成論）

- プロジェクト創成とマネジメントを貫く主要理論であるシステム理論のプロジェクトへの応用につき理解する。（システム理論）
- プロジェクト計画を売り込むためのストーリーテリングとプレゼンテーションのスキルを習得する。（プロジェクトマーケティング）

【プロジェクトマネジメントの知識とスキル】

- 創成されたプロジェクトの基本計画に従って、プロジェクトをスコープ、プロジェクトスケジュール、品質、コスト及び資源の観点から最も効率よくマネージするプロセスを習得する。
- プロジェクトのリスク分析と対応策策定・運用の知識を習得する。
- プロジェクト組織とプロジェクトにおけるコミュニケーションの知識とスキルを習得する。

【プロジェクト構想化スキル】

- 低経済成長の定着、デジタル・トランスフォーメーション経済（IoT、経済産業省提唱コネクティビィ経済など）、ソサエティ 5.0、低炭素化時代・グリーン経済の下で、企業の創造的ビジネス開発あるいは社会（Community）のサステナビリティに資するプロジェクトを構想化するスキルを習得する。（プロジェクト構想化演習）

講座の教授方法

- 本講座はプロジェクト型学習（Project-based Learning : PBL）を活用して実施する。PBLはチームにより「正解のない課題を通して問題解決へのアプローチ方法を身につけること」を通して「主体的・協働的に問題を発見し、解決する能力」をつけるために適した教育方法で、①受講生が独自のプロジェクト・テーマを決める、② どうしたら“クリエイティブ”あるいは“サステナビリティに貢献する”プロジェクトを構築できるかについて実践的・論理的手法によって考える（解決策を考える）、③ チーム員相互に話し合い何を調べるのか明確にする、④（講師の指示通りではなく）自主的に学習する、⑤ 新たに獲得した知識を問題に適用する、⑥ 学習したことを要約し、プロジェクトの構想化を行い、クラス全員に発表する、そして、⑦ 他チームのメンバーや講師のフィードバックに基づきプロジェクト構想を洗練化する、のステップを踏んで進める。
- 講義の前段 2 日間で、クリエイティブプロジェクトデザインとプロジェクトマネジメントに関してプロセス知識（process knowledge）を習得する。この段階は、レクチャー、テーマ事例、質疑応答及びクラス討議で構成する。
- 後段の PBL は、4 グループのチームを編成し、講義 3 日目の終日演習と暫定プロジェクト構想のプレゼンテーション並びにフォローアップ課題の抽出、各チーム内のチームウェアを通じたプロジェクト構想の段階的洗練化と講師によるフィードバック、各半日の講師によるクリニックワークショップ及び最終公開（Grand Design by Japan Forum）プレゼンテーションで構成する。
- プロジェクト創成論とプロジェクトマネジメント論の教材は、グローバル・プロジェクトマネジメント界で通用する知識体系と主任講師の世界プロジェクトマネジメント界での実践経験・教育経験に基づいて独自に編集したもので、著作権遵守を条件に、電子オリジナルファイルで提供される。

単位取得の条件

- 修士課程生・博士課程生の単位（Part I のみについて）については、本講義主体（慶應義塾大学経営管理研究科 Grand Design by Japan Program）への事前の申請が認められた場合についてのみ、修了審査のうえ認める。
- 成績は S, A, B, C, D の 5 段階とし、配点は当初 3 日間（7 月 21 日, 22 日, 28 日）の出席で 50%, 3 日目（7 月 28 日）の演習出席・貢献で 20%, 演習のフォローアップ（7 月 29 日～11 月 24 日）の精勤度と最終プロジェクト構想の質（概念の質とプロセス知識充足度の両方で判定する）で 30%とする。

講座修了の条件

- 上記の単位申請者以外の履修者（他大学院学生、社会人などオープン履修者）には下記を満たすことにより、英文修了証を発行する。
- 修了条件は、① 当初 3 日間の授業・演習出席と爾後のフォローアップ課程参加、② 当初 1 日目・2 日目は出席で、業務上 3 日目欠席の場合は講師が指定する代替個人プロジェクトレポートの提出と、演習の最終プレゼンテーションへの出席、のいずれかを満たすこと。

プログラム

日にち		時間帯	テーマ
7 月 20 日	土曜日	0930~1000	オンサイト（受講会場）受講登録
		1000~1230	■ 開会・講師及び受講者自己紹介 ■ セッション1「プロジェクト論」田中 弘 <講義> <ul style="list-style-type: none"> • 本講義の環境把握 • 企業・社会に変化をもたらすデザインとしてのプロジェクト • プロジェクトの大目標について－今日的課題を解決するプロジェクトの成果目標の設定 • 「創造的ビジネス開発」と「社会のサステナビリティ」に関するトピックスのレビュー
		1230~1330	昼食
		1330~1630	■ セッション2 「ランド・デザイン/イノベーション/サステナビリティのためのプロジェクト構想化」 田中 弘 <講義+討議>

		1200 以降適宜: 60 分間)	<ul style="list-style-type: none"> ✓ 1100 : プロジェクト・ミッション設定, 価値分析, プロジェクト計画概要書作成 ✓ 1300 : ステークホルダー関係分析, プロジェクト組織, WBS, プロジェクト・スケジュール, コスト ✓ 1400 : ファイナンス計画, プロジェクト遂行戦略 ✓ 1500 : 発表資料纏め ✓ 1600 : 演習成果発表 ; 各グループ発表 20 分 + 質疑応答/討議 5 分 ✓ 1740 : 講評とプロジェクト構想洗練に向けた講師指示 ✓ 1810 3 日間講義終了
7 月 29 日 ~8 月 30 日	グループウェア SLACK を使用したバーチャル作業		<ul style="list-style-type: none"> ■ プロジェクト構想の洗練化 (指導 : 田中 弘)
9 月 7 日	土曜日	1300~1500	<ul style="list-style-type: none"> ■ プレ最終発表 講師による最終オンサイト・フィードバック
11 月 24 日	日曜日	1000~1200	<ul style="list-style-type: none"> ■ 最終発表 Grand Design by Japan Forum の一環として

使用言語

教材, 講義と演習の発表は英語とする. 講義中の質問と演習中の討議は日本語使用可.

講師

主任講師 田中弘 (TANAKA, Hiroshi, Ph.D.)

Pacific & Atlantic PM Innovation (個人イニシアティブ) 代表. 慶應義塾大学大学院経営管理研究科 “Grand Design by Japan” プログラム協力教員, フランス SKEMA 経営大学院博士課程協力教授, 岡山県立大学大学院客員教授, 国立大学法人北陸先端科学技術大学院大学元客員教授, など, フランス・セネガル・ウクライナ・ロシア・日本で大学院教授経験を有する. 戦略・イノベーション・プロジェクト&プログラムマネジメント学専攻. 日揮株式会社出身, 日本プロジェクトマネジメント協会 (PMAJ) 創設者・前理事長, 世界 PM フォーラム元チェアマン (2005-2007). 経済産業省傘下 (一財) 海外産業人材育成協会 (AOTS) 途上国向プログラム&プロジェクトマネジメント研修コース・ディレクター. 世界 30 カ国で 150 回におよぶ基調講演・招待講演実施. 日本・ウクライナ・インドから国家表彰受賞. 世界のプロジェクトマ

ネジメント界に複数ネットワークを有す. 1967年慶應義塾大学法学部政治学科卒.2006年フランス Ph.D.

講師 井上多恵子 (INOUE, Taeko)

日本の総合エレクトロニクス企業にて海外営業(北米→豪州→ヨーロッパ担当),本社総合企画部ベルリンプロジェクト,メディア事業,グローバルソリューション標準開発,調達本部人材育成(統括課長),グローバル人事グローバル人材育成組織開発(現在)などを担当.米国内住10年・オーストラリア在住3年.海外渡航多数.(特)日本プロジェクトマネジメント協会 P2M-PMS 資格保有. PMS 研修認定講師・英語 P2M 教育上席講師. 英文履歴書コンサルタント・レジメプロ代表 国家資格通訳案内業資格(1984年). 国家資格キャリアコンサルタント, JCDA 認定 CDA, 日本能率協会 CPP. 東北大学大学院工学系研究科博士課程実践プロジェクトマネジメント講座講師・同学工学研究科非常勤講師(英語特論), 慶應義塾大学経営管理研究科「日本のグランド・デザイン策定を行う融合型実践教育」英語 P&PM セミナー講師, 岡山県立大学大学院共通「プロジェクトマネジメント実践論」講師, フランス SKEMA 経営大学院パリ校夏季 P2M 講座招待講師(2010年). グローバル・コミュニケーションに関する著書3冊. 1985年一橋大学社会学部日米関係専攻学士. 1991年2月 Macleay College, Australia, Diploma of Journalism.

Keio University Graduate School of Business Administration

“Grand Design by Japan” Program

July 20 · 21 · 28 + Continuing Project Course on Project and Program Management for the Grand Design

- Date: Saturday July 20, Sunday July 21, and Sunday July 28 (three-full day seminar & workshop) and ongoing follow-up by the participants’ project until Sunday November 28th
- Venue: Keio University’s Keio Business School, Executive Room, 5th Floor, Kyousei-kan, Hiyoshi Campus
- Organizer: Keio University Graduate School of Business Administration/Keio Business School (KBS)

This course (Part I) is designed for the students to form ‘knowledge and skill on management by projects for intelligent and dynamic creation of enterprise and social values’. In particular, the course targets the conceptualization and planning of projects contributing to business creativity and social sustainability in response to emerging trends shaping a new social and business landscape by way of digitalization economy, Society 5.0, the Low Carbon Society and associated green economy.

The course will adopt a fusion education method targeting graduate students, business persons and researchers collectively, reflecting the research philosophy of the parent Grand Design by Japan parent program. To make this innovative education method effective, project-based learning (PBL) will be adopted.

Learning Key Words

- Business creativity: Reframing of business by, either one or combination of, the application of metaphor or analogy for creating new products or service; making smart use of connectivity (digitalization), re-combining stakeholders, or constructing a business ecosystem from scratch; reframing enabling functions to produce a product or mode of service for fee; recombining enabling means for a product or service for fee – to realize cost reduction or faster accessibility; retargeting customers, .g. kids market, senior market; relocating the market geographically (e.g. from saturated Japan to growing South East Asian countries).

Social sustainability: Recent sustainability approach suggests that all of the domains of sustainability are social: including ecological, economic, political and cultural sustainability. These domains of social sustainability are all dependent upon the relationship between the social and the natural, with the "ecological domain" defined as human embeddedness in the environment (James, P., Magee, L., Scerri, A. & Steger, M.B., 2015). Social sustainability includes, by way of illustration, environmental stewardship, green growth/green economy, climate change (global warming) mitigation and adaptation, United Nations' Sustainable Development Goals (SDGs), land and social resilience.

Project-based learning: Project-based learning (PBL) is a model that organizes learning around projects. Projects in learning are complex tasks, based on challenging questions or problems, that involve students in design, problem-solving, decision making, or investigative activities; give students the opportunity to work relatively autonomously over extended periods of time; and culminate in realistic products or presentations (Jones, Rasmussen, & Moffitt, 1997; Thomas, Mergendoller, & Michaelson, 1999)

Learning Environment

- We are navigating through relentless global competition, unprecedentedly fluid and turbulent politico-socio-economic-technological changes as well as a whirling wave of development and at the same time sustainability commandment such as climate change mitigation and adaptation.
- According to estimates made by project management researchers, project investment or project driven business activities account for 35% (EU) to 50% (Asia Pacific) of GDP. This means that for business enterprises and agencies to maintain organizational value, continuous placing of new products or services on the market or continuous reframing of public services is essential.
- The long-held premise that corporations are going-concerns is being eroded. Only those who continuously invest in innovation and sustainability by dynamic management are allowed to grow sustainably. □
- New economic and social waves are arriving: digitalization, Society 5.0 (Japanese Government).
- Climate change (global warming) are exerting tangible adverse impacts on the planet environment, society, human life, habitats and business activities. We should stroke relevant mitigation, adaptation and resilience.
- Chronicle fiscal deficit in many countries demand reframing public administration by focusing on project-based fiscal spending and application of the value-for-money (VFM) principle to public services. □
- Governments and municipalities, mounted with stack-piled social problems, are required to address new administration methods providing access to multi-disciplinary knowledge and mobilizing wide-ranging experience of all the sectors.
- For Japanese enterprises having technology and financial capacity, there are ample opportunities for infrastructure projects in the face of chronicle lack of infrastructure deterring economic and social development as well as emerging markets for durable and consumer products created by new middle class in the Asian developing economies.

Learning Objectives

1. Knowledge and Skill of Creative Project Design
 - Understand the criticality of eminent value creating projects in the prevailing knowledge and service economy, and the role of creative project design and management.
 - Form the knowledge of project development for value added projects for business creativity and social sustainability – formulating project mission and objectives; laying out relevant plural disciplines as fundamental enabling means; ecosystem building engaging competent stakeholders; and structuring finance for a project.
 - Learn systems theory underpinning project design and management.
 - Develop the skill of story-telling and presentation vital for project marketing.
2. Process Knowledge and Skill of Project Management
 - Learn processes of project management encompassing project scope management, schedule development and progress measurement, quality management, cost management and resources management.
 - Form knowledge of project risk analysis, response plans and risk management.
 - Learn project organization and communication in project context.
3. Skill on Development of Innovative and Sustainable Projects
 - Practice, by way of project-based learning, how to apply project management fundamentals for business creativity or social sustainability to themes of the day, thereby contributing to actions on our common grand goal “Grand Design by Japan”.
 - Develop knowledge and skill for conceptualizing projects creating value in the digitalization economy, Society 5.0, and green economy under acceleration of the Low Carbon society.

Method of Course Delivery

- Lectures, Q&As and breakout discussions on the knowledge of creative project design and project management (process knowledge of project and program management) for Days I and II (July 20 and 21)
- Project-based learning (PBL) via participants directed workshop on a group adopted project theme for innovation or sustainability, with instructor feedback at key milestones, on Day III (July 28), subsequent virtual team work via groupware SLACK, practice presentation and clinic workshop on September 7th (afternoon) and the final project work presentation on November 24th (half-day).

Educational Outcome

The course completing students will have developed:

- knowledge and understanding (KU) on the strategy, project and program management discipline;
- cognitive and intellectual skills (CIS), viz. skills to undertake, with critical awareness, analysis of complex, incomplete or contradictory areas of knowledge and communicate the outcome effectively;
- practical skills (PS), e.g. skills to apply the knowledge and understanding of the lecture contents, as demonstrated in the results of the one-day workshop and its follow-up; and
- transferrable skills (TS) which are skills of group working: can work effectively with a group as a leader or a member.

Conditions of Course Completion

- This course (Part I) is eligible for part of the credit units as determined by the Keio University

Graduate School of Business School for those students who have applied for credit units for course completion.

- A Course Grade afforded will be either of S, A, B, C (pass) or, D (fail); allocation of percentages for grading (applicable to Part I only) will be maximum 50% for attending Day I, Day II and Day III; maximum 20% for contributing to the workshop on Day III; and maximum 30% for final quality of the project work (both, quality of concept and demonstrated mastery of the process knowledge) as well as contribution to the project work (follow-through) during July 28th through November 24th.

Language

- English is used in the teaching materials, lectures, discussions and participants' presentations to endorse the spirit of the "Grand Design by Japan" program and to allow opportunities of non-Japanese speaking graduate students and business persons to participate in the program.
- Partial Japanese conversation is allowed, or instructor – participants dialogue in Japanese, when necessary, is encouraged during workshop exercises but to the extent that essential discussions are shared by non-Japanese students in English.

Seminar Instructors

Professor, Dr. Hiroshi (Hiro) TANAKA, Ph.D., Professor of Strategy, Project and Program Management

Pr. Hiroshi Tanaka is Founder and Immediate Past President of Project Management Association of Japan (PMAJ). He has 42 years of experience in the global engineering and construction industry; 13 years of COO/CEO experience at Japan's national project management associations; three years of Global Project Management Forum (GPMF) chairman; and 14 years as professor/researcher in strategy, project and program management. Pr. Tanaka has close relationship with academic or professional institutes in USA, France, India, Ukraine, Russia, China, Korea, Senegal, Australia, Singapore and the Philippines. He specializes in strategy, program and project management in the oil and gas industry; heavy infrastructures; social and service innovation; and sustainability. He holds Ph.D. in strategy, project and program management with HDR qualifications from France and Honorary Dr. of Project Management from Ukraine.

Ms. Taeko INOUE, Global Communications Trainer – Professional of Project Management

Ms. Taeko Inoue is an expert of global human resources development and project manager for global employee integration initiatives at a large Japanese electronics company. She has been engaged in global marketing – North America, Oceania and Europe; program management for a European media and communication center project in Germany; planning for media and solutions business; business process standardization, HRD planning and implementation for employees with corporate headquarters supply chain division. She is a State Licensed Guide-English and State Licensed Career Consultant, holds PMS - Project Management Specialist title qualified by Project Management Association of Japan (PMAJ); is a senior global instructor of P2M – Project and Program Management for Innovation of PMAJ; and teaches project management and communications at Tohoku University Graduate School of Engineering; teaches project management course for master students at Keio University Graduate School and Okayama Prefectural University Graduate School,

respectively; and is a qualified innovation and sustainability project management course trainer at The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), an affiliate of the Ministry of Economy, Trade and Industry. Ms. Inoue has Bachelor of Social Sciences from Hitotsubashi University and Diploma of Journalism from Macleay College, Australia.

Program

Date		Time	Topics
July 20	Saturday	0930~1000	Onsite registration
		1000~1030	Opening and Introduction (Participants and Instructors)
		1030~1230	Session 1 Introduction to Projects Hiroshi TANAKA <ul style="list-style-type: none"> • Scanning the environment endorsing this course • Project as a business transformation agent and as a social system transition vehicle • Systemic nature of a project • Projects for grand design, innovation and sustainability • Review of topics related to business creativity and social sustainability, the core themes in the current project and program management study
		1230~1330	Lunch
		1330~1630	Session 2 Developing a Value-added Project for Business Creativity and Social Sustainability Hiroshi TANAKA <ul style="list-style-type: none"> • Project development fundamentals • Four routes of project conceptualization: <ol style="list-style-type: none"> 1) Systems approaches – systems engineering, dynamic systems management, soft systems methodology 2) Program management 3) Design thinking and service innovation 4) Collective ideation using common management Theories • Financial analysis by the Net Present Value (NPV) method
	Sunday	1000~1630	Session 3 Project Management Taeko INOUE <ul style="list-style-type: none"> • Universal concept of project management • Project management work flow
		Lunch	
		1230~1330	

		1630~-1730	<ul style="list-style-type: none"> • Mission profiling (grand design objective formulation) • Project scope planning and management • Quality in project management • Project schedule planning and progress measurement • Project resources management • Project cost planning and management • Project risk analysis and response planning • Project formation and organization • Project integration management <p>Orientation for Project Workshop on Day III and Beyond</p> <p>Hiroshi TANAKA</p>
July 28	Sunday	1000~1800 Lunch: 60 min. after 1200	<p>Session 4</p> <p>Project Management Workshop – Group Work</p> <p>Facilitators; Hiroshi TANAKA & Taeko INOUE</p> <p>1000 : Strategy brainstorming on a group-selected project theme</p> <p>1100 : Setting a project mission, value analysis, development of a project outline (main contents)</p> <p>1300 : Stakeholder analysis, project organization, work breakdown structure (WBS), project schedule, cost estimate</p> <p>1400 : Finance planning, project evaluation, project execution strategy</p> <p>1500 : Compiling & editing a result</p>

			<p>presentation file</p> <p>1600 : Result presentation</p> <p>Each group for 20 minutes</p> <p>followed by 5-minute Q&A and</p> <p>instructor feedback</p> <p>1740: Overall feedback and instructions for further</p> <p>refinement for the respective teams</p> <p>18.10 Adjourn</p>
July 29 ~ August 30	Virtual follow-up on the project them using SLACK groupware		<p>■ Ongoing refinement of the proposed project by the participants by mutual dialogue and instructor invention as required (by the Lead Instructor)</p>
September 7	Saturday	1300~1500	<p>■ Practice presentation and onsite feedback by the lead instructor</p>
November 24	Sunday	1000~1200	<p>■ Final presentation by the participant project teams</p>

Teaching Materials:

To be provided to the registered participants via electronic media starting July 1st:

- Course lecture slides
- Project workshop template slides
- Reference information on typical topics

Part I Module 2 (3 Days)

Special Lecture and Proposal Writing

Crisis Management and Research Proposal Writing Skills for the Grand Design (Course in English)

This course is designed for the students to learn the Crisis Technologies urgently required for the Japanese society, and to improve the Proposal Writing Skills for receiving a research fund from the government Small Business Innovation Research or large companies' research programs, in order to start up their own company. In particular, the course targets engineering research topics related with crisis technologies urgently required in Japan. Engineering entrepreneur needs to have their own strong technologies in niche field, which large companies may not enter. Since the crisis technology is one of such niche research areas in Japan, your challenge is highly encouraged. The course will provide the "Must" knowledge in the MBA, reflecting the research philosophy of the parent Grand Design program.

Key Knowledge Provided in the Class

- General Background and Framework
Technological innovation for a start-up is a key to grow economy and to develop academic research university into commercial use. We provide initially the difference of the university standpoint between the Japanese and United State societies, in terms of entrepreneurship education. Then, the government supporting attitude toward the small-business incubation, including Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.
- Crisis Technologies:
Taking into account many crisis incidents happened or are still occurring recently in Japan, we can point out various crisis technologies needed to be developed urgently. Electromagnetic field monitoring is promising for predicting the earthquake, and anti-earthquake building structures were proposed with shape memory alloys. The metal-oxide varistor (MOV) with ZnO ceramic replaces a conventional lightning rod. Quartz membrane can be used for various micro-mass sensors for monitoring epidemic/infectious diseases such as bird-flu and EBOLA. In order to neutralize the biological weapon, a portable hypochlorous-acid (HClO) disinfection device with using a piezoelectric ultrasonic humidifier was developed. Regarding enormous accidents such as core meltdown in the nuclear power plant accident, Aluminum Nitride (AlN) piezoelectric transducer for monitoring the uranium rod condition in a nuclear chamber is definitely essential. Facing at Tokyo Olympic in 2020, in the intentional accident category, various anti-terrorism technologies are now being introduced, including gamma-ray scan inspection system, which can identify atomic species, that is, liquid explosives from water; very essential at the airport security check point. Cyber weapon development is most recent military target against cyber threats and attacks. For the warfare,

environment-friendly “green” weapons became the main-stream in the 21st century; that is, minimal destructive weapons with a pin-point target such as laser guns and rail guns. In addition, various unmanned aerial, surface and underwater vehicles are being developed for surveillance and offensive tools.

- **Proposal Writing:**

The attendants will learn how to write up a successful SBIR proposal for receiving a research fund for your hypothetical small business firm, instructed by a former US Government Program Officer (Office of Naval Research), Kenji Uchino. A typical proposal is constituted of:

1. Cover page (1 page), including the submitter's information.
2. Executive summary (1 page), including the most attractive picture or figure of your proposed product.
3. Chapter 1 (1 page): Background, including the market trends, how much your company can expect for the revenue based on this investment.
4. Chapter 2 (6 pages) : Literature survey, subsectioned into 5 (minimum number) of the previous studies, with a final summary table in terms of merit/demerit of each previous design.
5. Chapter 3 (1-2 pages): Research Goal and Objectives. Your proposed design: Explicitly mention your targeted specs, and how your design overcomes the previous problems.
6. Chapter 4 (2-3 pages): Approach and Milestone: Detailed discussion, including the time and money (related with the budget calculation).
7. Chapter 5 (1 page): Others, which include patent application, future manufacturing plan, revenue growth etc.
8. Chapter 6 (1-2 pages): References (previous papers/patents), Principal Investigator's capability (bio) and facility introduction
9. Chapter 7 (1 page): Budget summary
10. Chapter 8: Appendix, including the support letter from the partners.

Learning Objectives

3. Knowledge on the Crisis Technologies
2. How to Write a Successful Proposal – Since the details of the technological ideas/inventions are provided by Uchino from the examples created by the Penn State graduate students, the attendants need just digest the engineering issues, and mainly focus on brushing up the Proposal Writing Skills.

Method of Course Delivery

- Day I: July 27

Lecture on Crisis Technology – Introduction, particular areas required for the Japanese society security, how to develop the crisis technology devices

- Dey II: August 3

Lecture on How to Write a Successful Proposal –

1. Cover page (1 page), including the submitter's information.
2. Executive summary (1 page), including the most attractive picture or figure of your proposed product.
3. Background (1 page), including the market trends, how much your company can expect for the revenue based on this investment.
4. Literature Survey (6 pages), subsectioned into 5 (minimum number) of the previous studies, with a final summary table in terms of merit/demerit of each previous design.
5. Research Goal and Objectives (1-2 pages): Your proposed design: Explicitly mention your targeted specs, and how your design overcomes the previous problems.
6. Approach and Milestone (2-3 pages): Detailed discussion, including the time and money (related with the budget calculation).
7. Others (1 page), which include patent application, future manufacturing plan, revenue growth etc.
8. References (1-2 pages), previous papers/patents, Principal Investigator's capability (bio) and facility introduction
9. Budget Summary (1 page)
10. Appendix, including the support letter from the partners.

- Day III: August 4th

Hypothetical company establishment and the primary device design idea creation

SBIR Research Proposal Constraints:

- ✓ Total budget – Maximum \$150,000
- ✓ Research Period – 6 – 9 months
- ✓ Suggested Topics in 2019:
 1. Earthquake short-term prediction technology – Electromagnetic fluctuation monitoring such as magnetoelectric devices with magnetostrictive and piezoelectric composites
 2. Nuclear Power Plant accident – Uranium rod melting detection system such as ultrasonic vibration monitoring with AlN high temperature durable piezoelectric materials.
 3. Anti-Missile Warfare Weapon such as Laser gun or Rail-gun – Improvement technologies for one part of the weapon.
 4. Portable Drinking Water Preparation Tool in an emergency situation such as earthquake, volcano eruption, typhoon etc.
 5. High Mechanical Damping Performance Bed for the emergency vehicle – Shape Memory Alloy may be suitable for the large displacement damping.
 6. Airplane Flapper Health Monitoring System – Flapper health can be monitored by piezoelectric Non-Destructive Testing, and the signal can be wirelessly sent to the cockpit with

a piezoelectric energy harvesting device from the flapper vibration.

7. Others

- Day IV: December 14
Research Proposal presentations – Each company may have 20 min presentation (25 slides), and 10 min Q & A. The proposals presented will be evaluated by all attendees, including the instructor.

Wrap-up Lecture on “Leadership”

Educational Outcome

The course completing students will have developed:

- Knowledge and understanding on the Crisis Technologies – basic principles and device developments.
- How to Write a Successful Proposal
 - Contents needed to be included in the Research Proposal
 - Finding a particular Crisis Technology device target
 - Fining the necessary technology and partners
 - Attractive writing skills
 - Budget setting
 - Presentation style, including the ppt presentation file.

Conditions of Course Completion

- This course (Part I Module 2) is eligible for part of the credit units as determined by the Keio University Graduate School of Business School for those students who have applied for credit units for course completion.
- Course Grade afforded will be either A, A- (Excellent), B+, B, B- (Good), C+, C (pass) or F (fail) on the submitted Proposal Manuscript (MS Word) and the Proposal presentation on December 14th; The attendance will be counted by Prof. Anegawa which may reflect to the final grade given by Prof. Anegawa.

<Application Form>

Keio University Business School

2019 Summer 6 Day Intensive Course and Follow-up Forum

Grand Design Project I

Technological Innovations in Global Perspectives and Management Education

Summer Intensive Lectures and Workshop

Plus Fall Semester Follow-up Forums

Application

Keio Science and Engineering Students for credit : **register by June 28,16:45 at Yagami Gakuji**

Other Keio students for Credit: **register in June 28 10AM-July 1, 11AM at KBS Gakuji**

Others for certificate: **apply to the office of Grand Design by July 15**

Fax.045-562-3502 or keio.grand.design@gmail.com

Both Japanese and English information is required if available.

Name (氏名) English: _____, Japanese: _____.

Name of School, Department (if available) (学校名・所属学部/研究科名)

English: _____ Japanese: _____.

Year (学年) Undergraduate /Master /Ph.D.

Name of Affiliation, Position (if available) (勤務先・役職)

English: _____, Japanese: _____.

Address (住所) Japanese 〒 _____.

English _____.

Contact (連絡先) Tel.: _____ Fax.: _____ E-mail _____:

Your additional personal profile if any _____.

上記申込者は、フォーラム参加にあたって、本プログラム別紙『フォーラム・シンポジウムおよび講演・授業・セミナー等の記録について承諾書』の個人情報保護、撮影、記録、配信等の覚書が適用されます。General principles regarding an individual participant information, recording and storing pictures of the event, and documentation are applied as shown in 『フォーラム・シンポジウムおよび講演・授業・セミナー等の記録について承諾書』(in Japanese). Written agreement will be asked when you participate in the forum.

Please fill in check of you attendance

Part1 Summer 6 Day Intensive Course

- Module I, Part1. Project and Program Management Seminar for the Grand Design

July 20, Saturday, 10:45-18:00, with orientation

July 21, Sunday 10:45-18:00

July 28, Sunday 9:00-

- Module I Part2 Three Day Intensive Lectures on Global Crisis/Sustainability Technologies

July 27, Saturday 10:45- 18:00, with orientation

August 3, Saturday 10:45-18:00, 2nd Day

August 4, Sunday 10:45-18:00, 3rd Day

Part 2 Follow-up Forum and Workshop

- Module 3 Follow-up forum Series (half day on various issue in September 2019 –, Once in every one or two months) Final Presentation is on December 14.

Venue: Executive Room 5F/Class Room B. Kyoseikan 4F Kyoseikan, Hiyoshi campus

Inquiry and Contact Information

Office of the Grand Design by Japan Program

Graduate School of Business Administration, Keio University,

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

Tel. 045-564-2015, Fax. 045-562-3502, E-mail: keio.grand.design@gmail.com Anegawa

申込方法 1 この Application Form を keio.grand.design@gmail.com あるいは 045-562-3502 (Fax) にお送りください。同じものは http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/

http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/index.htmlからもダウンロードできます。

申込方法 2 メールフォーム http://anegawa.kbs.keio.ac.jp/Grand_Design_Project/infoforum.html

申込方法 3 下記に氏名その他を御登録いただければ今回の参加申し込みができます。また、今後の企画案内送付を差上げます。 https://anegawa.kbs.keio.ac.jp/Grand_Design_Project/application/

最終参加者は7月15日までに逐次決定します。