

Learning at Osaka Metropolitan University

1st Oct. 2023
- 31st Dec 2023
(three months)



Lectures to be offered at OMU: Credits to be approved by Uni. Padova

1 academic hour is 50 minutes

Lecture courses:

“Innovation Management” 1 x 15 in the first semester

“Business Model” 1 x 15 in the second semester

Seminar Courses (Research)

2 academic hours x 15 for each semester

Field Work/ Business Planning in Osaka, Kyoto or Siga, etc.

3 academic hours x 15 for each semester

Visit to middle to small companies in Osaka, Kyoto or Kobe, etc.

-Agreement with Padova University is to be signed with regard to details

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Lecture1: Innovation Management

50 min. x 15 lessons

• Class Outline

- Research on innovation has developed as an interdisciplinary endeavour and has changed over time.
- Innovation in cities is generated and diffused with urban institutions and business activity as agency.
- This lecture explores innovation in cities based on an understanding of the basic concepts of innovation.

• Objectives

- To study the past theories and concepts introduced in each lecture and understand the process by which new concepts have been constructed, while examining their applicability in the present day.

- Introduction
- Schumpeter's definition: new combination, entrepreneur Examples: horse-drawn carriages and railways
- Urban Entrepreneurs 1: Knowledge renewal in the community (Path Renewal)
- Product innovation and process innovation, Case study: development of the liquid crystal industry
- Sustained/disruptive innovation
- Case study: smartwatch and healthcare
- Diffusion of innovation, Case study: mobile business of an Asian company
- National innovation system, Case study: promotion of the solar industry
- Platform theory, platform leadership, open innovation
- Entrepreneurs in the city (ii): urban contexts and ecosystems
- User innovation back-casting Discussion: the future of real/online
- Design thinking and design-driven innovation, Case study: door knobs and smart locks
- Alliance innovation, strategic and organisational change capacity, Case study: commodities and brands
- Innovation and innovators /Reverse innovation, Case study: GE Healthcare Portable Electrocardiograph
- Entrepreneurs in cities (iii): urban and corporate resilience.
- Summary

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Lecture2: Business Model

1 academic hour 50 min. x 15 lessons

• Class Outline

- Sustainable product, service and business development, i.e. SDGs management, is essential for corporate activities in the 21st century. How can companies transform their business models in the context of the new capitalism?
- In this lecture, students will learn how to change existing social perceptions and how to build businesses in order to build a new society.

• Objectives

- When developing a new business model, how do you escape the spell of past practices and how do you dispel various types of resistance?
- Learn the process of converting to a new business model while being aware of the opportunities and barriers in each phase.
- The course also develops thinking skills for developing management that incorporates the SDGs.

- Introduction
- Business model definition and job theory
- Components of the business model (i)
- Components of the business model (ii)
- Discussion 1: Future work, travel and housing
- subscription business
- Scenario planning techniques
- Mental models and personas
- Circular economy design.
- Discussion 2: Business to ensure that no one is left behind
- Business model opportunities and barriers (i)
- Business model opportunities and barriers (ii).
- storytelling leadership
- Discussion 3: SDG management.
- Summary

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Interviews to Middle to Small Companies (Example) associated with preparation and follow-up

	theme	Remarks.
1	overview of small and medium-sized enterprises (SMEs)	Deputy Mayor of Ibaraki City, inspection tour of small and medium-sized enterprises in Ibaraki City.
2	Osaka Expo 2025.	Osaka City Hall technical staff, General Incorporated Association, Japan International Exposition 2025, Osaka Pavilion.
3	Osaka Expo 2025.	Osaka Chamber of Commerce and Industry, in charge of Expo (Machi Factories Pavilion)
4	Machi-Koba (small manufacturing companies)	Chairman of Miki Mfg. Co.
5	Socially responsible business	Representative of the Institute for Future Design in Social Welfare, e.g. Café JIN.
6	SDG-related businesses	General Manager at Ishimitsu Shoji, in charge of SDG business creation, in coffee-related businesses
7	fashion	Visit to Yasuko Ueda Fashion College
8	Entrepreneurship (advanced technology)	Stem Cell & Device Institute, Kyoto - Drug Discovery for Rare Diseases, Visiting Professor, Ritsumeikan University.

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Field works (example)-Kyoto



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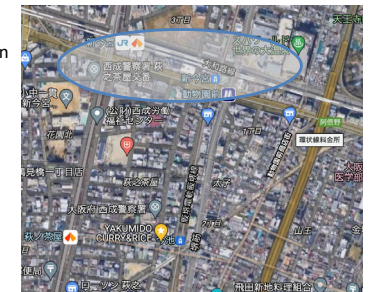
Field works (example)-Shiga



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Field works (example) - Deep South Osaka

- Shoutengai-Street
- This is the Terminal Station Shin-Imamiya
- Local Area Issues
 - Poverty
 - Extreme Aging
 - Many Closed Business Due to Population Decline
 - Opportunities
 - Accommodation Business Strategy
 - Fairly Well Access Location
 - Aware of Business Opportunities That Many Tourists Visit



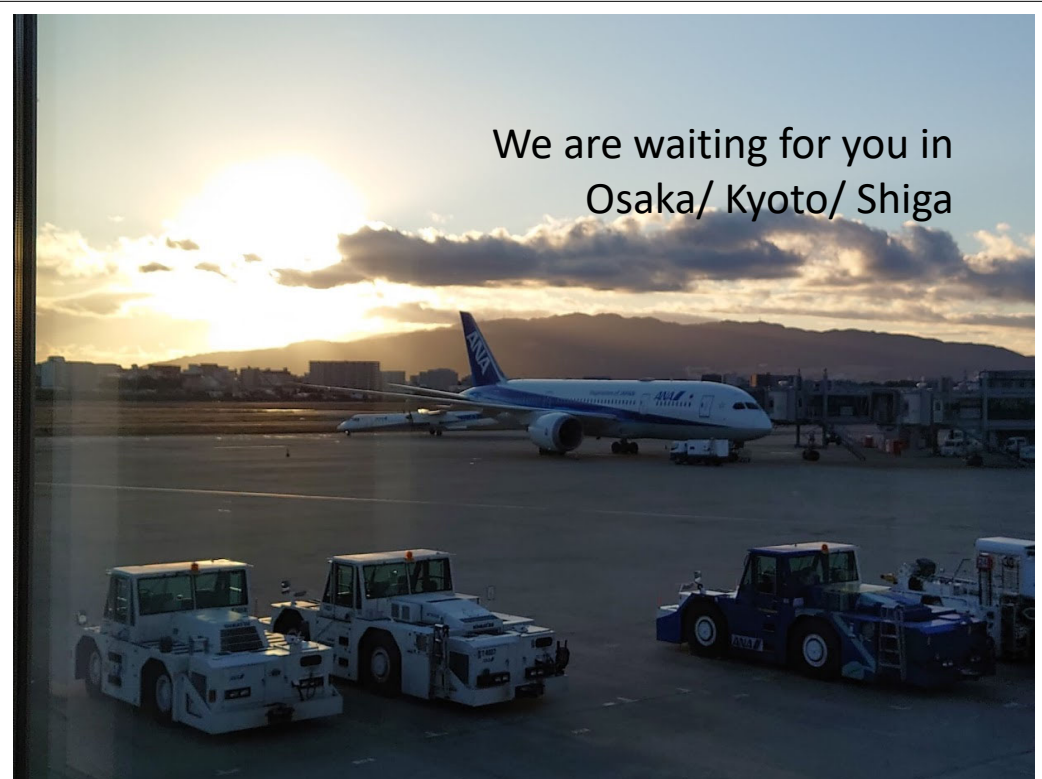
Shoutengai : Japanese Style Shopping Acade which often contains restaurants

Field works (example) - LITTLE JAPAN Co.



- Founded in June 2017 by Michio YUNOKI
- Taito-ku, Tokyo
- Connecting the region with the world
- Community development, consulting

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We are waiting for you in
Osaka/ Kyoto/ Shiga