

Welcome to Graduate School of Urban Management (GSUM)



Osaka
Metropolitan
University

17th Dec 2021

Osaka City University

Osaka Metropolitan University in 2022

Tamane Ozeki



Associate Professor at Osaka City University in the Graduate School of Urban Management, specialized in Entrepreneurship & ICT. I have **two main lectures Innovation Management and Business Model.**

She holds a PhD. from the University of Tokyo's Department of Advanced Interdisciplinary Studies. After completion of her undergraduate studies in the Faculty of Economics at Hitotsubashi University, Dr. Ozeki joined the Industrial Bank of Japan (IBJ). During her time at the IBJ, Dr. Ozeki gathered vast experiences in financial technology, strategic alliances, and management consulting with foreign-affiliated companies and venture companies.

She completed both graduate programs in Financial Strategy MBA and Business Law at Hitotsubashi University.

She worked as a Specially Appointed Associate Professor at Yokohama City University and Yamagata University. From 2016, Dr. Ozeki was appointed as Associate Professor at Osaka City University in the Graduate School of Creative Cities.

In 2006, Dr. Ozeki was involved in the establishment and management of dimmi Co., Ltd., and the Kyoto Stem Cell Innovation, Inc. the Stem Cell & Device Laboratory (SCAD) in Kyoto, Japan, both as start-ups from Kyoto University in 2014, and Outside Director at the Japan Display Inc.



Collegio Del Mondo
Unito Dell'Adriatico



Tamane OZEKI (2014) "Changes in Strategic Alliances and Market Creation-in case of OLED," *Hakuto-Shobo Pub. Co.*



Osaka-

2nd Largest City in Japan

- 2019 G20 Osaka summit, host country
- 2025 World Expo

Kyoto



Fukuoka
Kyushu Univ.

Kyoto

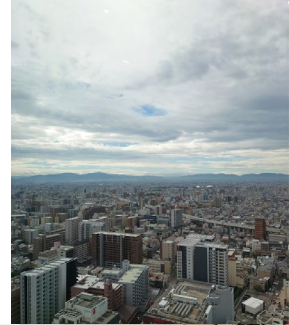
Tokyo

Osaka

Yokohama

Suwa

Yonezawa
Yamagata Univ.



Graduate School of Urban Management (1/2)

- Master Degree by **studying evening/ Saturday** programs after working day-time
- Through the concepts of “**Innovation and Sustainability**” from the viewpoint of economics, management and policy sciences, regional studies and law/public administration study.
 - Some professors have experiences having been practical leaders at the business or regional government.
- Four courses: Urban Policy and Regional Economy, Urban Administration, **Urban Business**, Medical & Welfare Innovation Management

Graduate School of Urban Management (2/2)

- Main classrooms located at very accessible site near **Osaka Station** (Umeda Satellite)
- Graduate School for **businessperson/public servants/hospital managers/ nurses/social workers**
- Classes in the evenings and Saturdays
- More than half of the students are CEOs, aged mid 30's to 50's engaged in various industry, and public sectors
- Various students attend my lecture on “innovation management”





Seminar
15th of March 2018

Role of University Start-ups for Industry Life Cycle

-A case study of the firms engaged in organic light emitting diode technology-





Prof.
Sedita
in Kyoto
Osaka
July 2019





Prof. Sedita in Tokyo July 2019



Learning at OMU



Credits to be approved by Uni. Padova

1 office hour is 50 minutes

Schedules are to be determined in accordance with

Lecture courses:

“Innovation Management” 1 x 15 in the first semester

“Business Model” 1 x 15 in the second semester

Seminar Courses (Research)

2 office hours x 15 for each semester

Field Work/ Business Planning in Osaka or Kyoto or Siga or other

3 office hours x 15 for each semester

-Up to your home university to decide whether or not the credits will be accepted and how many credits will be awarded

Semesters Schedules

-Depends on how long you stay in Japan

First semester: 1st semester: 1st Apr – 23th Sep

Lecture: “Innovation management”

1 office hour x 15 sessions

Research: 2 office hours x 15 sessions

Field Works/ BP: 3 office hours x 15 sessions

Second semester: 2nd semester: 24th Sep. – 31th March

Lecture: “Business Model”

1 office hour x 15 sessions

Research: 2 office hours x 15 sessions

Field Works/ BP: 3 office hours x 15 sessions

Note for Terms

- It will be difficult to spare our time for international students if you come during the eventful periods as follows:
 - The beginning of the semester (April, October)
 - The end of the semester (late September, March)
 - The time of grade confirmation (late August, late February)
 - The time of entrance examinations (especially February)

Note for Grades

- Grades will be finalized at the end of September and March (excluding holidays and other circumstances)
- The Uni. Padova will decide to accept to convert to their own credits
- The grades of the Graduate School of Urban Management International Student Program is not the same as the official university course grades, and the grades
- Plan to issue a program completion certificate to international students

Lecture1: Innovation Management

1 academic hour 50 min. x 15 lessens

- **Class Outline**

- **The structuring and implementing the business models for the long-term growth** requires systematic trial, learning, validation, and the ability to innovate existing business models
- Phases of business models from structuring to implementing, using **Christensen's Job-to-be-done Theory as a core concept**
- Understand the function of business models and their contribution to profits

- **Objectives**

- To learn about the **opportunities and barriers to developing new business models**
- To learn **how to escape the constraints of past practices, how to overcome resistance** to promote new business models

1. Introduction

2. Business model definition and #JTBD theory

3. Components of a business model (1)

4. Components of a business model (2)

5. Case 1: Remote working/ travel /dual location

6. Subscription business

7. Lean Startups

8. Scenario planning techniques

9. Mental models and personas

10. Path renewal

11. Opportunities and barriers to the business model 1)

12. Opportunities and barriers to business models (2)

13. Storytelling Leadership

14. Sense-making (gut feeling, conviction)

15. Summary

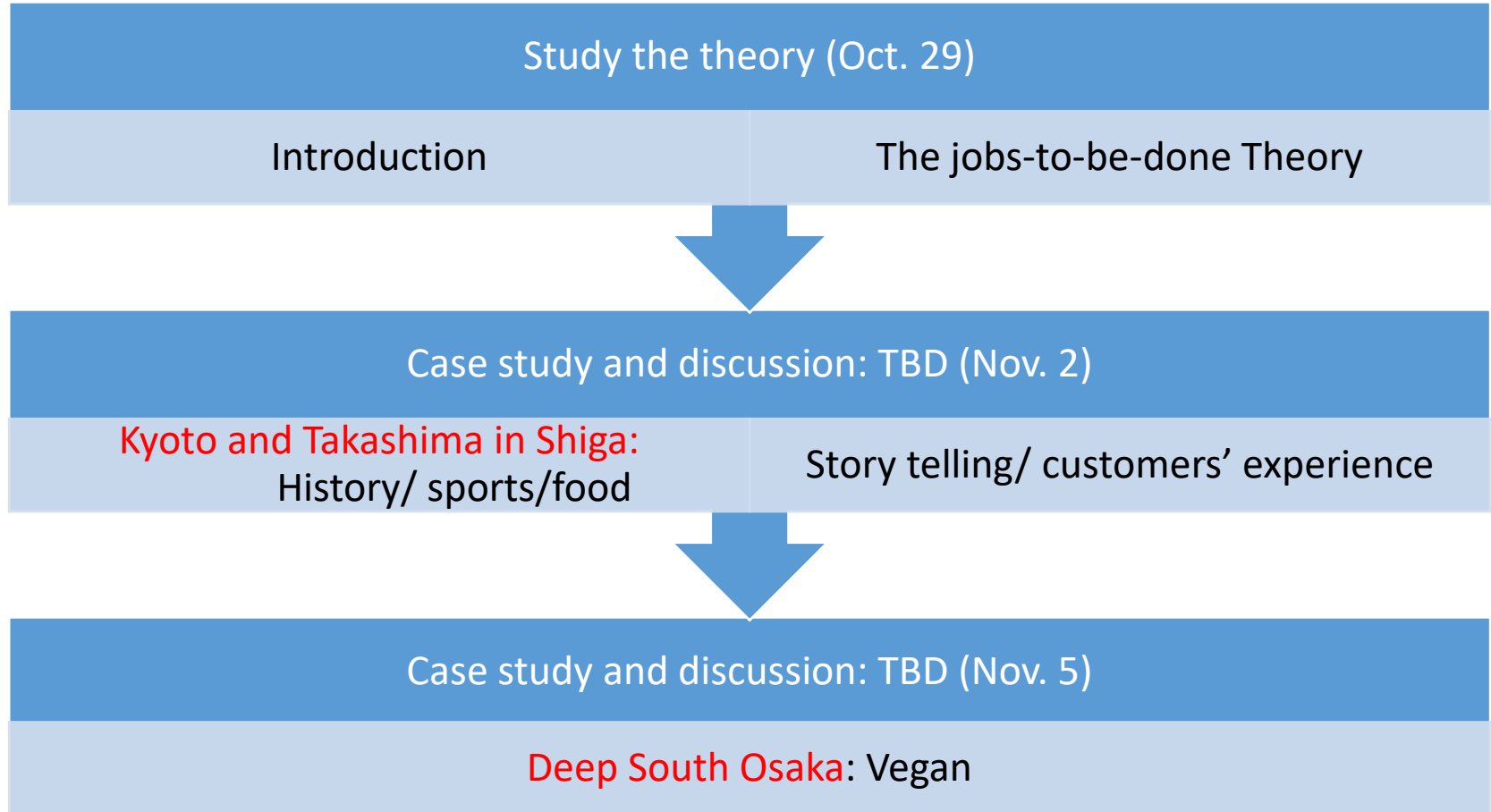
Lecture 2: Business Model

- Class Outline
 - The study of innovation has developed as an **interdisciplinary endeavour**
 - Academic theories have also **developed with the passage of time**
 - Discuss about **the change in the socio-economic environment in recent years**, as well as the latest innovation theories
- Objectives
 - To enable students to learn about past theories and concepts introduced in each lecture, to **examine their applicability in the present day**
 - To understand the **process by which new concepts have been developed**

1. Introduction
2. Schumpeter's definition: new combination, entrepreneur (case) carriage and railway
3. Product innovation and process innovation (case): the development of the liquid crystal industry
4. Sustained/disruptive innovation (case) Content and publishing industries
5. Diffusion of innovation (case) Mobile business of an Asian company
6. National innovation system (case) Promotion of the solar industry and increasing competition
7. Platform Theory, Platform Leadership, Open Innovation
8. Dissemination and leakage of national innovation systems and technologies
9. User Innovation and Back-casting (Case) The future of and challenges for healthcare
10. Design Thinking and Design Driven Innovation (Case) Door-knobs and Smart Locks
11. Innovation and innovators (discussion) Ideas and actions for innovation
12. Alliance Innovation (Discussion) Brands and commodities
13. Ability to change strategy and organization, M&A (case study) Fujifilm's entry into the medical business
14. Reverse Innovation (Case) GE Healthcare Portable Electrocardiograph
15. Summary

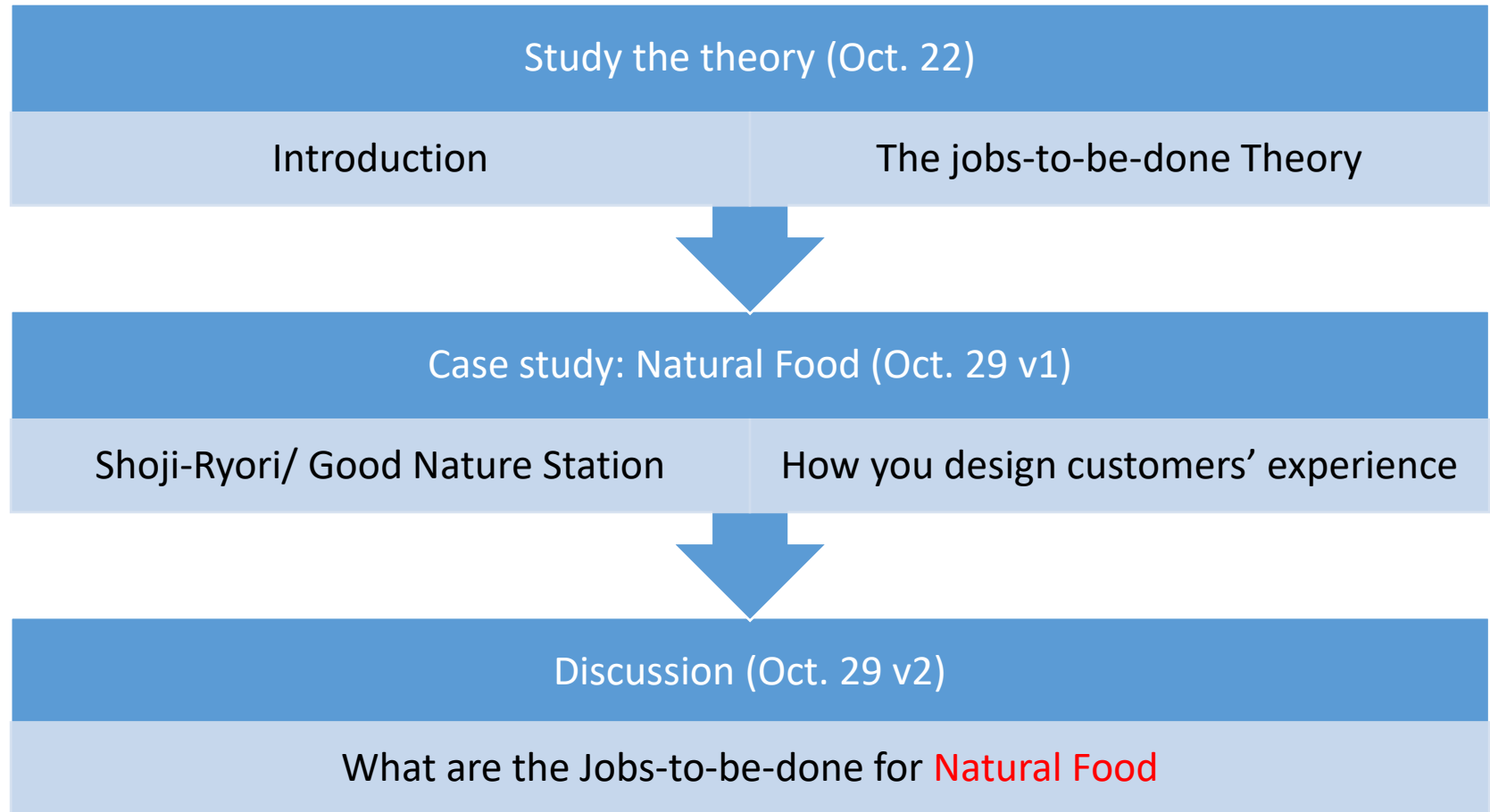
Ref. 2021 Advanced Marketing Course at Uni. Padova

-What are the Jobs-to-be-done for your travel with/after COVID-19?



Ref. 2020 Advanced Marketing Course at Uni. Padova

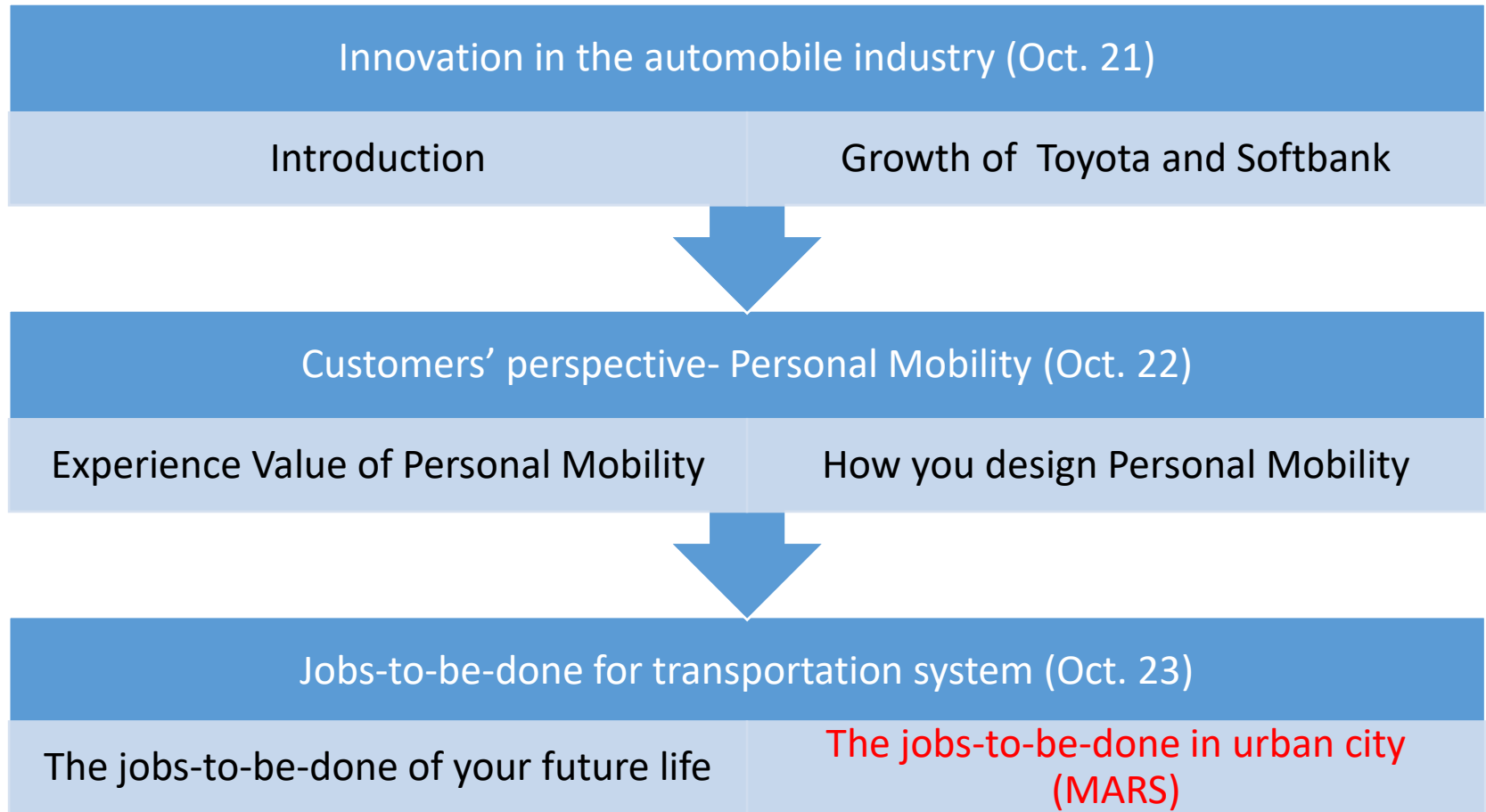
-What are the Jobs-to-be-done for Natural Food?



Ref. 2018/2019

Advanced Marketing Course at Uni. Padova

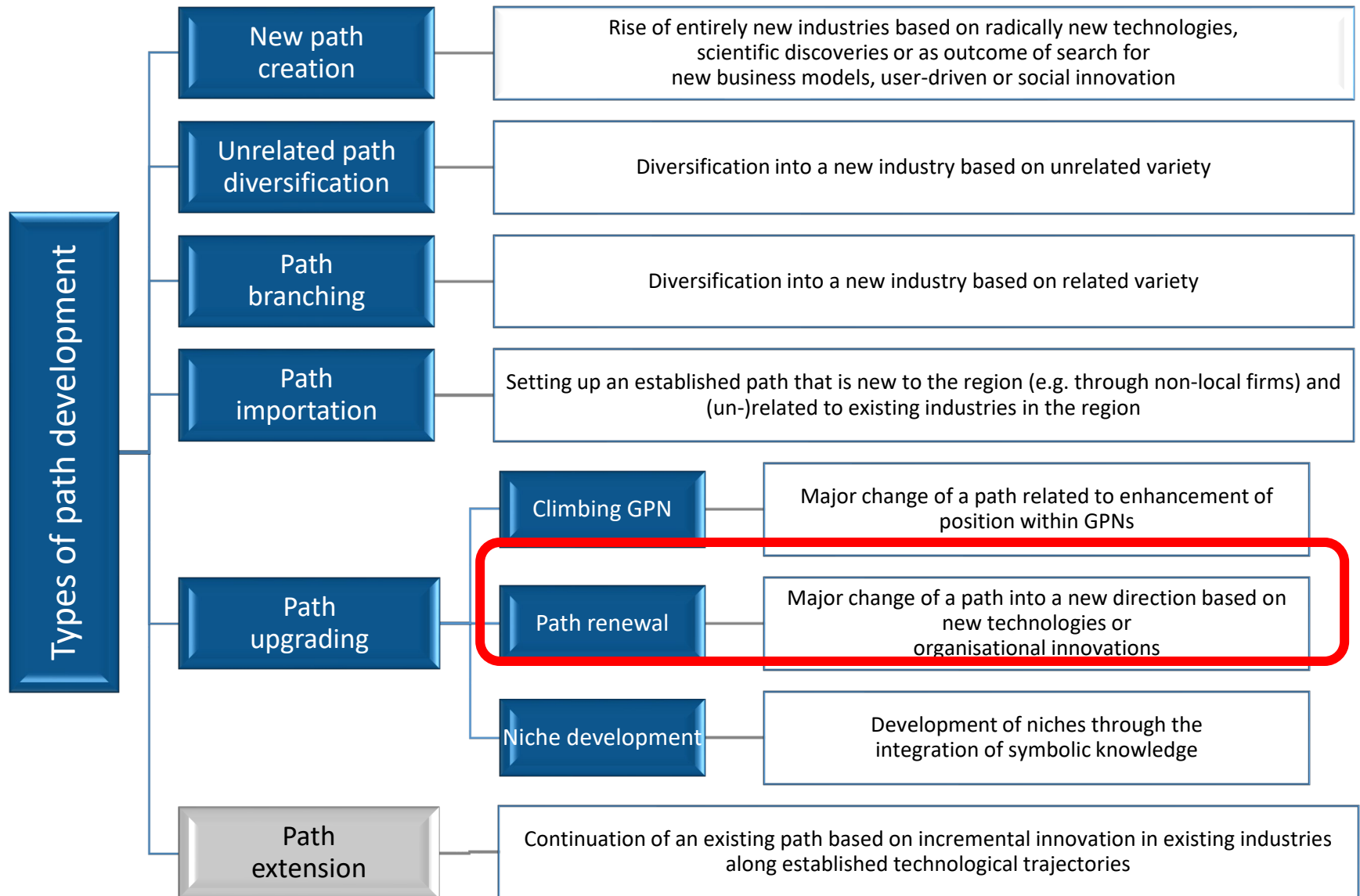
-What are the jobs-to-be-done in urban city (MARS)



Research

- You can investigate your own interest regarding Japan
- Sedita and Ozeki (2021)
 - Types of path development
 - Path renewal
 - Digitalization of Kimono (design)

Ref. Sedita & Ozeki (2021)



Sources: based on Martin & Sunley (2006), Tödtling & Trippl 2013, Isaksen 2015, Isaksen & Trippl 2016, Grillitsch et al. (2018), Isaksen et al. (2018), Sedita & Ozeki (2021)

Available Field Works



先斗町

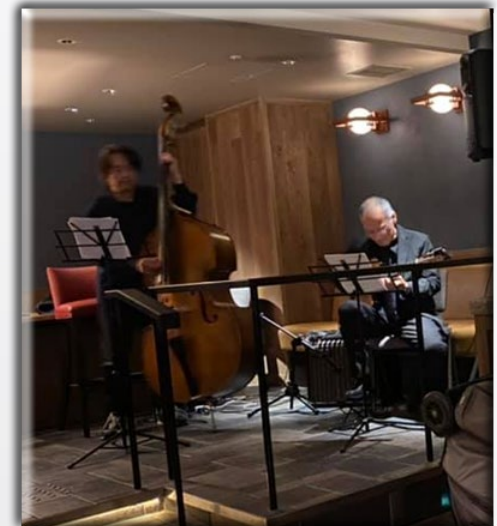
KYOTO: Pontocho

- Popular “Hanamachi” district in Kyoto, Japan
- It is filled with restaurants on both sides of the alley, offering menus from reasonable price up to the very expensive ends



KYOTO: Pontocho

- For 10 years, Yasuhiko provided a place where many foreigners visiting Kyoto and the local Japanese people can interact
 - Events such as **zazen** and **tea experience** at a temple, **flower arrangement**, and **Jazz live**
 - With famous for “geisha” and “maiko”



KYOTO: Pontocho

Yasuhiko worked for Kyoto City around 40 years, having involved in the following activities:

- Drawing up **an overall plan for making Pontocho Street pole-free; building consensus with the local community**
- Discussing undergrounding methods with power and telecommunications companies



How can he, Yasuhiko, guide overseas people after sightseeing in Kyoto, to Takashima?



Pontocho is the famous place for Kyoto-Lovers

NATURAL SPOT

TAKASHIMA INTERNATIONAL'S STATION

REGIONAL REVITALIZATION CENTER THROUGH INTERCULTURAL EXCHANGE TEACHING AND LEARNING JAPANESE
LEARNING AND TEACHING FOREIGN LANGUAGES

DISCOVER NEW LIFESTYLES THAT LEARN TOGETHER AND CHANGE YOUR OUTLOOK ON LIFE RELATED POPULATION
GROWTH TO TAKASHIMA THE ORIGIN OF MIGRATION PROMOTION

Shiga: Takashima

An Introduction – Nature Spot International's Station Takashima

- Base for international exchange in the town of Takashima City in Shiga Prefecture, where Lake Biwa, the largest lake in Japan, is located
- It is an area where you can enjoy nature surrounded by lakes and mountains, about 40 minutes by train from Kyoto

Shiga: Takashima



Deep South Osaka

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-Street

This is the Terminal Station
Shin-Imamiya



Osaka: Shin-imamiya

Shoutengai : Japanese Style Shopping Acade which often contains restaurants

Why Vegan in Shin-Imamiya?

- A location that functions as a gateway to tourists
 - low-priced accommodation facilities and the convenience of transportation
- Many foreigners gather, but as a disadvantage of diversity, some consumers cannot cope with the Japanese food culture (in fact many in number)
- Providing meat substitutes using dishes that are typical around Osaka as a resource, in alliance with non vegan menu
 - Vegans and non-vegans can enjoy dinner together while also providing a place where they can accept menu variations

Osaka: Shin-imamiya

Gateway Function

- Shin-Imamiya Station is the terminal station where many lines intersect.
- This area is known as an inner-city type of place
- Many accommodations for day labour workers
 - Reasonable price, ¥1500-¥3000/ €11.5-€23 Per night
 - Day labour workers have been decreasing rapidly

**Famous Brand
Resort Hotel-
Hosino Resort**



Osaka: Shinimamiya



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

Ref: Tokyo

Guesthouse's philosophy

- Accommodation and guesthouses for foreigners, using local resources such as "vacant houses"
- For foreigners, it's not just a tourist's destination, but also about creating special experiences with the local people, and to enjoy some special time with them
- Some local people are worried about security issues, but opened their guesthouse and build connections with visitors
- At the end, neighbours become actively involved, creating opportunities for communication with visitors and referred their opinions about how to revitalise the area

Ref: Tokyo

We are waiting for you in
Osaka/ Kyoto/ Shiga

