

VYOND



“Innovation and Entrepreneurship”

IMBA Zemi



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Associate Professor

Waseda Business School



1997: IBM's Deep Blue vs Garry Kasparov



<https://www.extremetech.com/extreme/196554-a-new-computer-chess-champion-is-crowned-and-the-continued-demise-of-human-grandmasters>



10 Jobs AI Can Replace

1. Telemarketing
2. Bookkeeping Clerks
3. Compensation and Benefits Managers
4. Receptionists
5. Couriers
6. Proofreaders
7. Computer Support Specialists
8. Market Research Analysts
9. Advertising Salespeople
10. Retail Salespeople

<https://blog.hubspot.com/marketing/jobs-artificial-intelligence-will-replace>

AI Era: Less jobs after getting MBA.

Discussion

- If you form a team to play chess, what would be the strongest team composition?



Erik Brynjolfsson

Director of the MIT Initiative on the Digital Economy,
Professor at MIT Sloan School, and Research
Associate at NBER.

The best chess player in the world today is not a computer or a human but a team of humans and computers working together. In freestyle chess competitions, where teams of humans and computer compete, the winners tend not to be the teams with the most powerful computers or the best chess players. The winning teams are able to leverage the unique skills of humans and computers to work together. That is a metaphor for what we can do going forward: have people and technology work together in new ways to create value. (Brynjolfsson, 2012)

AI and human skills are complements, not substitutes!
Skill to use technology is the critical factor!

Innovation and Entrepreneurship

- We will cover wide variety of topics related to creating a new business using to science and technology.
- Throughout the Zemi, we will explore the mechanisms of innovation and entrepreneurship based on cutting-edge case studies.
- In particular, you will learn the knowledge/skill to create new business using technology.

**Traditional MBA-style class is not enough for future-ready MBA holders.
We will seek new way of learning using technology.**



My Background: Kanetaka M. Maki, Ph.D.

As of April 1st, 2019



UC San Diego



慶應義塾



Stanford | APARC Walter H. Shorenstein Asia-Pacific Research Center



科学技術・学術政策研究所
National Institute of Science and Technology Policy



慶應義塾湘南藤沢中等部・高等部
Keio Shonan Fujisawa Junior & Senior High School

Kanetaka M. Maki, Ph.D.: Research Overview

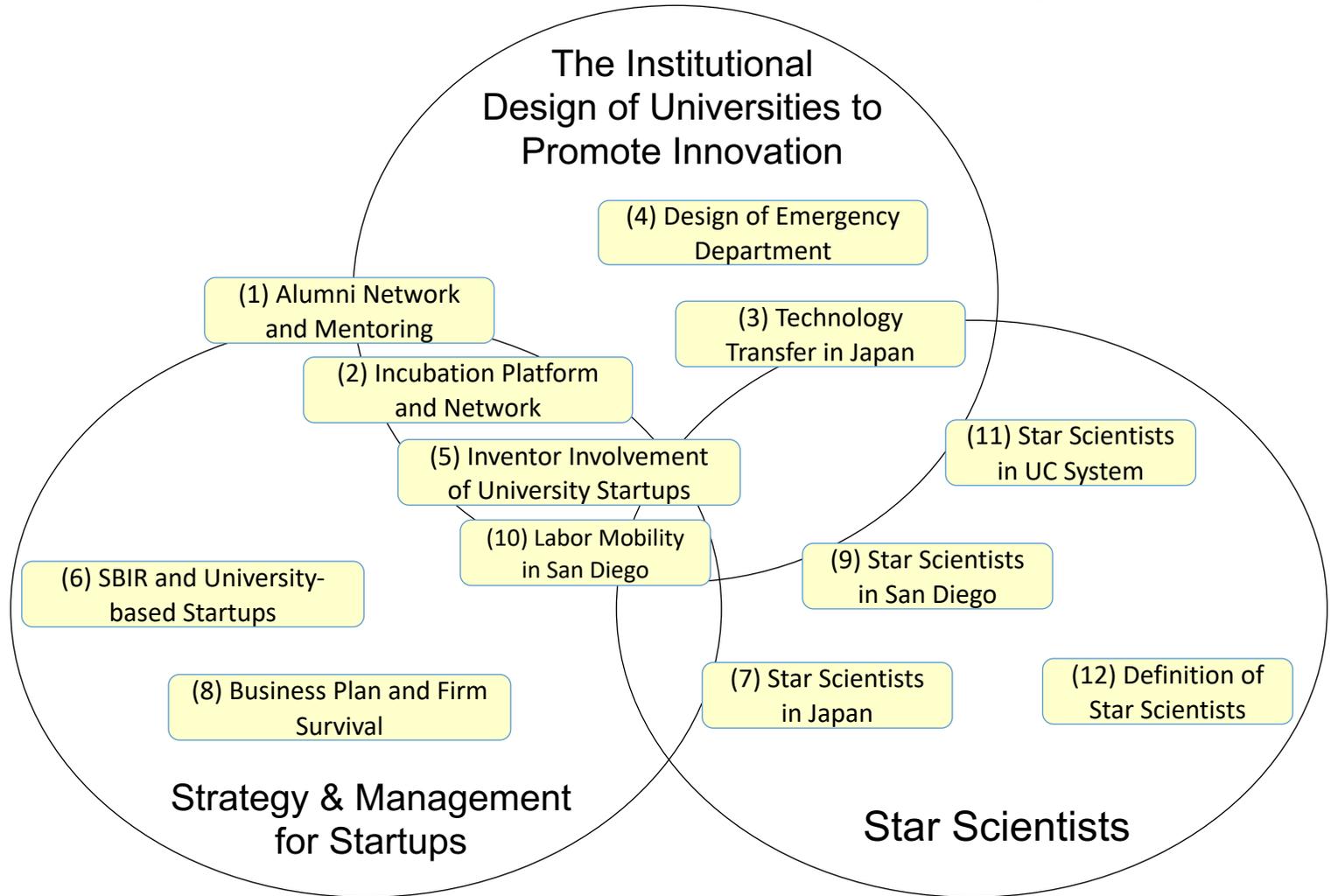
As of April 1st, 2019

Science of
Innovation & Entrepreneurship

Technology Management

Science, Technology
and Innovation Policy

University-industry
Technology Transfer



Courses I Teach

- Technology, Operations and Management
 - Spring, Fridays – 3rd Period (14:45-16:15)

Differentiation among WBS Faculty

- One of the youngest professors at WBS. → close to students, active, network with young generation in Japan
- Currently teaching both in Japan and the US. → in the global brain circulation
- Trained in the US. → relatively fluent in English
- Technology lover. → You will experience many new technologies (i.e. Drone, VR, Genome, 3D Printer etc.)
- Hosting Zemi both in IMBA and Evening Programs. --> Providing you a network with Japanese colleagues.
- Academic knowledge. --> Provide you a knowledge that can be used for decades.

I believe Zemi is the most important component for you at WBS.

- In comparison with MBA programs of other countries, the competitive advantage of WBS is the existence of Zemi.
 - In MBA programs in other countries, the center pillar of program is regular classes. This helps to create network among students, but there is a distance with professors.

WBS Zemi System

- At WBS, all students belong to Zemi and this makes the distance between student and professors significantly small. In other words, professors provide a tailor-made program for individual students.
- What you've learned at Zemi will be the center pillar of your learning experience at WBS. When you graduate, you can explain your profession based on what you've learned from Zemi.
- Professors are “responsible” for individual students' learning experience. This is a great system to enhance MBA learning experience.

Uniqueness of Zemi

- I will help you to expand your business network to expand your career opportunities. I believe the value of MBA is not only what you've learned but also the human network.
- We will conduct joint sessions with Japanese Evening Program students. I believe communicating & collaborating with Japanese students is the most essential component of WBS.
- We will have a study trip and company visits to learn more about Japanese innovation and entrepreneurship.
- We will invite guest speakers for you to learn about cutting-edge case, as well as to expand your network.

Topics

- Technology and Business Model
- Accelerators/Incubators
- Innovation at Large Firms
- Methods of new business creation
- Education using New Technology
- Design Thinking
- Management at Startups
- Innovation and Entrepreneurship in Japan
- Science Business
- Collaboration Between Large Firms and Startups
- Venture Capital / Angel Investments
- Entrepreneurship
- Ecosystem: Silicon Valley, Shenzhen
- University-based startups

Master Thesis

- Any topics related to innovation and entrepreneurship would be fine.
- Choose a topic that you would be passionate.
- I will help you to connect with the academic methods to make it as a thesis, so you do not have to worry about it.

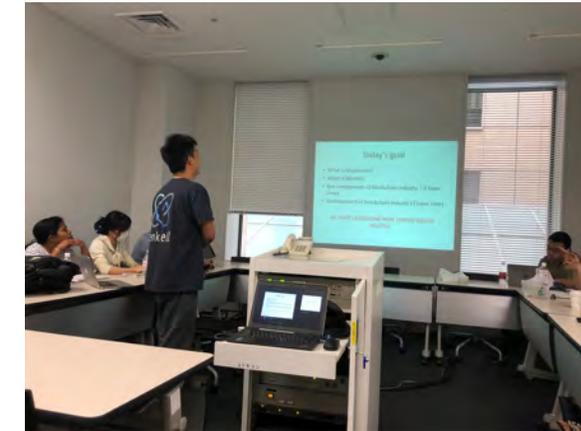
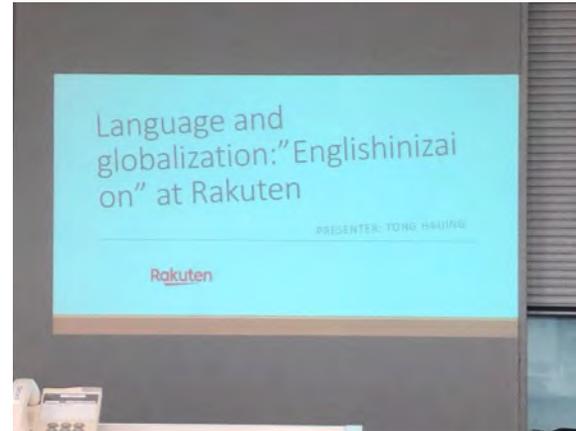
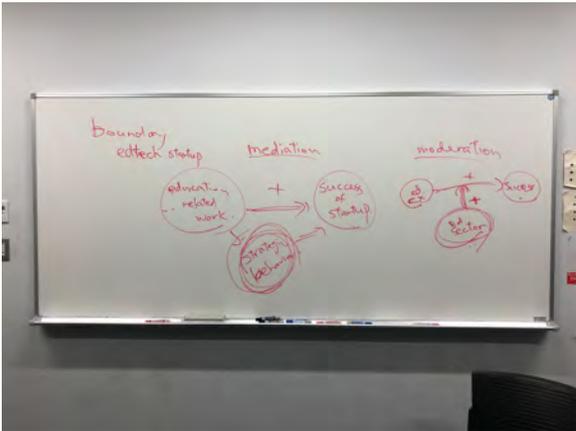
Selection Process

- I consider the diversity of students' background and expertise.
- Students that fit this seminar:
 - Interested in science and technology
 - Interested in new business creation
 - Interested in startups
 - Interested in connection with academic research
 - Interested in innovation and entrepreneurship in Japan

Class Procedure

Case discussion, lecture by guest speakers, presentation by student etc.

Case Discussions etc.

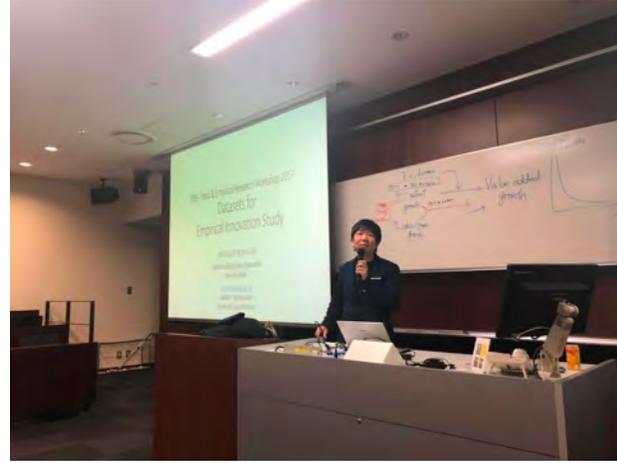


Variety of Guest Speakers

- Venture Capitalist in Silicon Valley
- Entrepreneurs
- Staff of World Bank
- Manager of Japanese Firms
- Government Officials
- Headhunter in Silicon Valley
- Researcher of Shenzhen
- Professor from Silicon Valley
- Professor from Technology Field



Workshop (Big Data Analysis, 3D Printer, Drone)

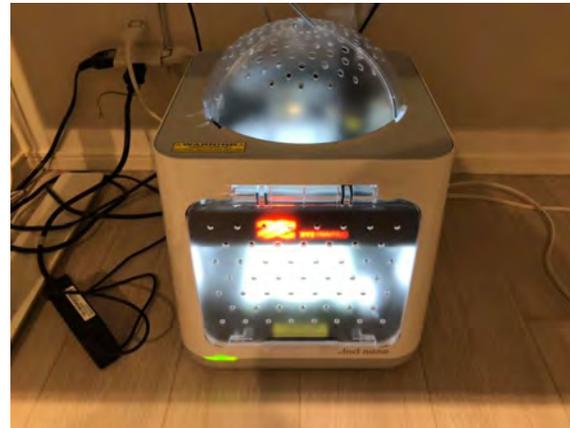


Design Thinking Workshop

case study ①

- Let's print out this mask, which is released free.

[PITATT 3D print mask]



Online Zemi



Mixers (With Evening Zemi Students / Other Zemi Memers/ Other MBA Program Students)



Master Thesis





Past Recipients

ERS Student Paper Award

AY2019

◆ WIJESINGHE, Ramesh Asanka (International MBA Program; supervised by Prof. Kanetaka Maki)

“DETERMINANTS OF BUSINESS PERFORMANCE OF SMALL SCALE WOMEN BUSINESS OPERATORS IN CENTRAL PROVINCE, SRI LANKA ARE WE ADDRESSING THE REAL NEEDS OF THE SMALL SCALE WOMEN BUSINESS OPERATORS?” (September 2019)

ERS Award

ERS (Ethics, Responsibility and Sustainability)

In reflection of the School's adoption of “responsibility” as a Mission commitment in 2017 and to promote ERS (Ethics, Responsibility and Sustainability) activities amongst students both in and outside of the School, WBS established an ERS Student/Alumni Award in October 2017 to recognise activities related to ethics, responsibility and sustainability that students/alumni are engaged in based on their social impact. The award has two categories as shown below.



Company Visits

Google Japan
Rakuten
Shiseido



Study Tour (in Japan)

Nakatsugawa

Jointly with Asaba-zemi
Inclusive Business



Oita

Jointly with Osanai-zemi
Sony Factory Visit
High School Session



Tsuruoka

Jointly with Asaba-zemi
Science startup cluster

Study Tour (Abroad): Shenzhen, Spring 2019



Contact

- Please see the site below.
 - <http://www.kanetaka-maki.org/zemi-application/>
 - Please send an email to my secretary (kanetaka-sec@kanetaka-maki.org).
 - Be ready to explain why you are interested in this zemi.
 - I am eager to help you for your career development at WBS.
 - I am happy to talk with you even you are interested in other zemi. I can suggest the best zemi for you.
-
- Class-time for Zemi
 - Thursdays 5th period



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