



早稲田大学 WASEDA-EDGE 人才育成项目实施委员会

# 早稲田大学 2018 年夏 国际化创业人才推进项目

Enhancing Development of Global Entrepreneur Program

2018 Summer Term

A 行程: 2018 年 7 月 22 日 — 7 月 31 日

A Schedule: July 22,2018 — July 31,2018

B 行程: 2018 年 8 月 5 日 — 8 月 14 日

B Schedule: August 5,2018 — August 14,2018

文部科学省 官方次世代创业人才培养事业

<b>主办单位</b>	早稻田大学 WASEDA-EDGE 人才育成项目实施委员会 WASEDA-EDGE Program Executive Committee , WASEDA University
<b>协办单位</b>	株式会社 GES (日中文化交流中心) Global Education Service Co., Ltd.
<b>后援单位</b>	日本文部科学省 MEXT (Ministry of Education, Culture, Sport, Science and Technology)
<b>课程语言</b>	英语 English
<b>参加对象</b>	中国大学相关专业学生, 早稻田大学相关专业学生 Related specialized students from all universities in China and WASEDA University
<b>学习成果</b>	每位中国大学生参加者将被授予早稻田大学官方结业证书 优秀小组学员将有机会被推荐到该项目继续深造 (半年或一年, 自费)。 Everyone student from china will be granted official Program-completion certificate from WASEDA University. Excellent students will have a chance to be recommended to WASEDA-EDGE for his further studying (half or one year, self-paid).

### 项目特点

The EDGE Program at WASEDA University (WASEDA-EDGE) started in 2014. In total, approximately 2,200 students and businesspersons have participated in the WASEDA-EDGE program by the end of 2016. The vision of WASEDA-EDGE is to raise the ability not only of cutting edge research and thought leadership individually, but also of creating businesses with a global perspective, learning the quality and basic knowledge requested for global entrepreneurs.

From July 10, 2017, supported from four universities and 31 institutions, the program will help students to recognize the situation and environment of international business, accumulate entrepreneurial knowledge from national and overseas industries, academic institutions, and government organizations, and enhance creative thought, insight ability, organization and coordination capacity and leadership as global entrepreneurs.

The program is the preparatory class of WASEDA-EDGE. In the same studying environment as WASEDA-EDGE, this program will help students understanding WASEDA-EDGE further, and recommending excellent students to WASEDA-EDGE.

#### 特点概括:

- 早稻田大学国际化创新人才推进 (EDGE) 项目开始于 2014 年。截止到 2016 年底, 此项目的毕业生已经达到约 2200 人。该项目主旨不仅在于培养学生的创新精神和领导才能, 更要培养他们的国际性战略眼光, 让学生了解国际化创新型人才的素质要求和相关的基本知识。

- 作为 EDGE 项目的预习班, 在同等教育环境下, 让学生了解和熟悉 EDGE 项目的同时, 也为该项目选拔优秀人才。

- **课程内容- 实体案例分析, Communication Skill and Team Work, Business Model, AI & Big Dada 等**  
Course content - Real case analysis, Communication skill, Business Model, AI & Big Dada, etc.
- **授课形式- 分组讨论, 共同发表 (中国学生、早稻田大学的学生共同学习, 交流互动)**  
Teaching Methods - Group Discussion and Presentation (students from China and Japan studying together to enhance interaction between deferent culture)
- **师资力量 - 早稻田大学专业权威教授, 以及著名自主创业企业家, 风险投资家**  
Faculty - Authoritative professors from W aseda University, and successful self-employed entrepreneurs and venture capitalists
- **文化体验- 实地考察, 企业见学, 温泉体验**  
Off-campus Education - Visiting of industries, academic institutions, or government organizations, and have a tour of hot spring.



## 大学介绍

早稻田大学 (Waseda University), 简称早大, 是一所位于日本东京都新宿区的世界著名研究型综合大学。1882 年, 伴随着“学问要独立”的宣言声, 日本前首相大隈重信创立了早稻田大学。

早稻田大学作为日本超级国际化大学计划 (Top Global University Project) 面向世界 TOP100 的 A 类顶尖校, 日本 RU11 学术研究恳谈会核心成员, 亚太国际教育协会 (APAIE) 发起成员和顶级研究型大学组织环太平洋大学联盟 (Association of Pacific Rim Universities) 五所日本成员校之一, 东京六大学棒球联盟成员之一。其毕业生人才辈出, 世界影响力极为广泛。历届日本首相中有七位是早稻田大学毕业生, 国会议员近三分之一出身于早稻田大学。索尼、卡西欧、三星、东芝、乐天、任天堂、松下、三洋等众多著名公司的创始人及社长皆出身于早稻田大学。至今为止, 已有 30 位校友获得日本文学最高奖之芥川奖, 居日本之首。



Nishi-WASEDA 共創館  
@西早稲田 (理工学部) キャンパス



WASEDA 共創館  
@早稲田 (本部) キャンパス

## Shozo Takata

(Professor at the Department of Industrial and Management Systems Engineering, School of Creative Science and Engineering)



He holds a Ph.D. in engineering in the Department of Precision Machinery Engineering from the University of Tokyo.

He worked in Toyo University as a lecturer and associate professor from 1978 to 1990.

He worked in Osaka University as an associate professor from 1990 to 1992 before moving to Waseda University.

His research interests are life cycle engineering for facilitating the implementation of circular manufacturing, focusing on reuse and recycling management, and environmentally benign manufacturing business design. He also works on maintenance planning and optimization.

He is active in various engineering societies, especially in CIRP (International Academy of Production Engineering), where he served as an editorial committee member and a council member. He has been engaged on JISC (Japanese Industrial Standards Committee) as well as ISO in the field of industrial automation for long time.

## Toru Asahi

(Professor of Department of Life Science and Medical Bioscience, Department of Advanced Science and Engineering, and Department of Nano science and Nano engineering, Graduate School of Advanced Science and Engineering, Faculty of Science and Engineering)



He is Deputy Director of Research Organization for Nano & Life Innovation, Director of Global Biomedical Green Science Institute, and Director of Doctoral Student Career Center. He is Program Coordinator of “Leading Graduate Program in Science and Engineering, Waseda University; Energy Next” and also Program Leader of “Development of Data Analysis Talent” of the Ministry of Education, Culture, Sports, Science and Technology. His current research interests are High Accuracy Universal Polarimeter, Crystal Optics, Chiral Crystallography, Thalidomide, Chiroptical Spectroscopy, Amino Acids, Nano-Chiral Science, Magnetic Materials, Ferroelectrics, Alzheimer Disease, Symmetry Breaking. (PhD in 1992 and MBA in 2007)

## Nobuaki Kojima

(Professor/ Senior Researcher of CRS)



He holds a bachelor of laws from Waseda University in 1974.

He worked in Mitsubishi Corporation from 1974.

He studied in University of Tehran from 1975 to 1977.

He worked as managing director in Mitsubishi International Corporation (Iran), Ltd from 2001.

He worked as Executive Vice President, group CEO of global environment business development group in the same company from 2010.

He worked as Executive Advisor in Hitachi, Ltd and Professor/ Senior Researcher, CRS in Waseda University from 2015.

His specialties are Global Business Strategy and Planning, Global Environment.

## Satoru Watanabe

(Innovation consultant and experienced entrepreneur)

As an innovation consultant, he has translated and introduced leading international innovation methodologies to Japan, including Customer Development by Steve Blank and Business Model Navigator by Oliver Gassmann and others. Satoru is the CEO and founder of Maximize, Inc, an international IT consulting firm, and has more than 20 years of experience assisting international software companies with their market entry and growth in Japan. At Maximize, he led the Japan business development efforts of various enterprise software companies, including UShareSoft, Browsium, and WaveMaker. Satoru started his career with Mitsubishi Corporation, where he launched the Japan operations of foreign software companies including Centura, Forte, and Allaire. Prior to founding Maximize, he was senior analyst at Trans Cosmos USA, Inc, where he sourced and evaluated early stage companies and solutions for investment. Satoru holds a Master's Degree from Yale University and a Bachelor's Degree from the University of Tokyo.



## Tadashi Takiguchi

(Visiting Professor, Waseda University)

President & CED, Executive board member, WERU INVESTMENT Co., Led  
Ph.D (Waseda University)



## Mikiko Shimaoka

(Associate Professor of Center for Research Strategy, Deputy General Manager of WASEDA-EDGE program)

She joined an environmental NGO and worked on various global environmental issues such as climate change, toxics, and forest depletion, after the graduation of the School of Literature at Waseda University,

She holds a Ph.D. in Public Management from Waseda University in 2013.

She worked as a researcher at the Institute for Global Environmental Strategies (IGES) from 2011, and as an associated researcher at the Research Center of Waseda Business School from 2011 to 2013). She joined the Center of Research Strategy at Waseda University and has been devoted to promote university's research activities through MEXT EDGE (Enhancing Development of Global Entrepreneur) program, international research collaborations and other research projects in 2014.

Since 2013, she has been one of the national advisory members for the program: "Accelerate Cooperative Efforts to Promote Regional Vitalization" by the Ministry of Environment. She is also a coordinator of a society for human resource department managers at the Institute of Management Studies.



## WASEDA-EDGE Entrepreneurship Summer Program Schedule

A 日程：2018 年 7 月 22 日— 7 月 31 日

B 日程：2018 年 8 月 5 日— 8 月 14 日

日期	09:50-10:00	10:00-12:00	Lunch	13:15-15:15	15:30-17:00
周日 (Sunday)		Landing in Japan			
周一 (Monday)	Welcome Remarks	Campus Tour		Lecture 1 Introduction to WASEDA-EDGE program/ Entrepreneurship (Prof. Takiguchi TBD)	Orientation Group Work (发表准备)
周二 (Tuesday)		Lecture2 Communication skill and Team Work by Coaching		Lecture3 Business Model Innovation	Group Work (发表准备)
周三 (Wednesday)		Lecture4 Business Model Innovation		Lecture5 Business Model Innovation	Group Work (发表准备)
周四 (Thursday)		Lecture 6 AI/ Big Data Lecture		Lecture 7 Guest Speakers 1. Prof. Nobuaki Kojima 2. A Chinese Entrepreneur	Group Work (发表准备)
周五 (Friday)		Presentation		Presentation/Feedback	结业式 Closing Ceremony
周六 (Saturday)		Field work Company tour		Tokyo surrounding Tour Hot spring experiencing	
周日 (Sunday)		Return to Tokyo			
周一 (Monday)		Free activities		Free activities	
周二 Tuesday		Back to China			

※以上行程由以往行程综合定制，不排除根据当地的客观情况，存在变动的可能性。

## Enhancing Development of Global Entrepreneur Program

### 早稻田大学 2018 年夏国际化创业人才推进项目

#### 行程时间

A 行程：2018 年 7 月 22 日 - 7 月 31 日

B 行程：2018 年 8 月 5 日 - 8 月 14 日

#### 报名截止时间

2018 年 5 月 24 日

#### 项目费用

282700 日元（约 16600 人民币）

\*以上日元对人民币汇率仅供参考，请以当日银行官方价格为准

### 项目费用包括

- 项目报名费
- 早稻田大学学费及接待费
- 签证邀请函制作费及国际邮寄费
- 海外意外保险费
- 全程住宿费
- 机场接送费
- 在日期间集体活动时交通费
- 欢迎会餐费

### 项目费用不包括

- 往返日本的国际机票（原则上统一订票）
- 个人护照及日本签证办理费
- 国际行李超重费
- 在日期间的餐费
- 上课期间住宿地至学校往返交通费
- 私人活动交通费和个人费用
- 以及其他“包括费用”以外的费用

接送机指定机场：东京成田或羽田机场。

接机指定时间：

A：7 月 22 日（11：00—16：00）指定时间外到达的同学需自行前往住宿地点。

B：8 月 5 日（11：00—16：00）指定时间外到达的同学需自行前往住宿地点。

送机指定时间：A：7 月 31 日 B：8 月 14 日

### 申请条件

1. 中国在校大学生
2. 英语 CET6 级以上或能理解英文授课的等同能力
3. 能够且必须提供本人的真实资料  
如有拒签记录等特殊情况需如实告知
4. 身体健康，有良好的精神面貌