

日本早稻田大学

2020 冬·国际化创新人才推进项目

WASEDA University Enhancing Development of Global Entrepreneur Program (2020)

项目类型：短期研学

费用区间：322750 日元

项目名额：50 人

项目时段：2020 年 1 月 13 日至 1 月 22 日

报名截至：2019 年 11 月 30 日

培养方向：大学生创新创业，国际化人才，商业思维

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日本早稻田大学国际化创业人才推进项目

2020年度招生简章

📌 基本信息 | Basic Information

- (一) 项目标题：日本早稻田大学国际化创业人才推进项目（代码：JP26-WASD-EDGE）
- (二) 项目名额：50人
- (三) 主办单位：苏州大学国际合作交流处、环球翔飞教育集团
- (四) 协办单位：早稻田大学 WASEDA-EDGE 人才育成项目实施委员会

📌 院校简介 | University Introduction

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。

📌 项目简介 | Program Introduction

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，已经有约2200名学生及商务人士从该项目毕业。项目的主旨在于培养兼具最先端理论知识和独立领导才能的国际化创新人才，引导学生以国际化的视野从事创业，并让他们了解国际化创新型人才应具备的素质要求和基础知识。

WASEDA-EDGE自2017年7月10日起得到了来自4所大学及31所机构的支持，从而将更好地帮助学生认识全球商务领域的形势和环境，并让学生通过这些国有·海外企业、学术机构和政府机构积累相关创业知识，提升创造性思维、洞察力、组织协调能力以及作为一名国际化创新型人才的领导力。

该项目为WASEDA-EDGE的预备班。整体课程由大学权威教授、知名企业家和风险投资家等组成的精英教师团队制定，通过体验WASEDA-EDGE的学习环境及国际前沿水准的课程，学生们将更好地理解WASEDA-EDGE，那些优秀的学生还将有机会被推荐到WASEDA-EDGE。

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 develop global entrepreneurs who are capable 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 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. The whole curriculum is designed by a group of elite teachers which consists of authoritative university professors, well-known entrepreneurs and venture capitalists, etc. Through experiencing the same studying environment as WASEDA-EDGE and the world cutting edge classes, students can have a better and further understanding of WASEDA-EDGE. And those excellent students will have opportunities to be recommended to WASEDA-EDGE.

项目特色 | Program Key points

(一) 课程内容

- 实体案例分析
- Design Thinking, Business Model 等

Course Content - Real case analysis, Design Thinking, Business Model, etc.

(二) 授课形式

- 分组讨论，共同发表
- 中国学生会和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 will study together to enhance interaction between different culture.)

(三) 师资配备

- 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 Waseda University, well-known self-employed entrepreneurs and venture capitalists

(四) 文化体验

- 实地考察，企业见学
- Off-campus Education – Fieldwork to companies, academic institutions, or government organizations.

📌 时段安排| Program Period

(一) 项目时段

1. 项目期间：2020年1月13日至1月22日
2. 早稻田大学课业期间：2020年1月15日至1月17日，及2020年1月20日至1月21日
3. 报名截至：2019年11月30日

(二) 接送机指定机场

东京成田或羽田机场。

(三) 接机指定时间

2020年1月13日（当地时间11:00—16:00降落航班）

指定时间外到达的同学需自行前往住宿地点

※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。

📌 项目课程| Program Tracks

(一) 课程语言

英语 English

(二) 参加对象

中国各大学相关专业学生，早稻田大学相关专业学生

Related specialized students from all universities in China and WASEDA University

(三) 学习成果

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

Every student from China will be granted an official Certificate of Completion for this Program from WASEDA University.

📌 讲师介绍 | Program Instructor

✧ Shozo Takata

Professor, Faculty of Science and Engineering, Waseda University/Director, WASEDA-EDGE program

Shozo Takata is a Professor at the Department of Industrial and Management Systems Engineering, School of Creative Science and Engineering, Waseda University in Tokyo, Japan. He received his doctoral degree in engineering in the Department of Precision Machinery Engineering at the University of Tokyo, Japan. He worked at Toyo University as a lecturer and associate professor from 1978 to 1990, and at 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.

✧ Takahiro OHNO

Professor, Faculty of Science and Engineering, Waseda University/Vice Director, WASEDA-EDGE program

Takahiro OHNO is a Professor at the Department of Industrial and Management Systems Engineering, School of Creative Science and Engineering, Waseda University in Tokyo, Japan.

He received Dr. Eng. in Graduate School of Science and Engineering, Waseda University (1988). He worked as Assistant Professor (1988-1989), Associate Professor (1988-1994), Professor (1994 – present) at Department of Industrial and Management Systems Engineering, School of Science and Engineering, Waseda University.

He has the career of university administrative positions, Dean of the Center for International Education (2005-2006), Dean of International Affairs (2006-2010), Dean of Academic Affairs (2010-2014), Vice President for IT promotion, Management Planning and Development (2014-2018) at Waseda University.

His research interests are profit engineering to develop the strategic decision-making tool such as mathematical management analysis, real options, or game theory.

✧ Toru Asahi

Professor, Faculty of Science and Engineering, Waseda University/General Manager, WASEDA-EDGE program

Toru Asahi is Professor of Department of Life Science and Medical Bioscience, Department of Advanced Science and Engineering, and Department of Nanoscience and Nanoengineering, Graduate School of Advanced Science and Engineering, Faculty of Science and Engineering in Waseda University. 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)

◇ *Mikiko Shimaoka*

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

Ph.D. in Public Management, Waseda University (2013).

After the Graduation of the School of Literature at Waseda University, Mikiko Shimaoka joined an environmental NGO and worked on various global environmental issues such as climate change, toxics, and forest depletion. After having completed three-year senior management position, she resigned the organization to explore theories of nonprofit organization's management at Waseda University and obtained Ph.D in 2013. She worked as a researcher at the Institute for Global Environmental Strategies (IGES) (2011), associated researcher at the Research Center of Waseda Business School (2011-2013). In 2014, she joined the Center of Research Strategy at Waseda University. She has been devoted to MEXT EDGE (Enhancing Development of Global Entrepreneur) program since 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.

◇ *Satoru Watanabe*

President & CEO, Maximize, Inc. / Japan Chief Representative, JSNC Japan office

Satoru Watanabe is an 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.

◇ *唐昊 HAO TANG (Nick)*

COACH A Co., Ltd. (Shanghai)/ICF Professional Certified Coach

日本庆应义塾大学毕业。在校期间本着“教育改变世界”的理念，致力于教练的实用性研究。期间，作为社会活动团体的创始人，被达沃斯组织选为代表日本的青年之一。毕业后任职于日本最大手机网络公司 DeNA,之后加入全球最大教练公司 CoachA,成为专业教练。到目前为止，对近 200 位中高管进行 1 对 1 教练的同时，有着在 100 余所企业及大学担任团体课程讲师的经验。

◇ *TT Chu*

Founder and CEO of edison.ai([company description]edison.ai helps brands understand consumer behavior by analyzing photos on social media.)

TT has an Information Engineering degree and has been programming as a hobbyist for over 2.5 decades. He also holds a graduate diploma in Economics from the London School of Economics and Political Science (LSE) and has been working in a Big 4 public auditing and consulting firm and various investment banks for over a decade. He has traveled and lived in various parts of the world, including: Hong Kong, Singapore, New York, Los Angeles, Paris, Vienna and Tokyo. He has won various startup competitions around the world and has been invited and sponsored by the French, Austrian and British Governments to start businesses in their respective countries and to help grow

the start-up ecosystem. TT is also a Techstars Music alumni.TT Chu.

项目行程|Program Itinerary

月日 date	09:30-10:00	10:00-11:30	Lunch	13:00-15:00	15:30-17:00
1/13 Mon.		Landing in Japan			
1/14 Tue.	Company field work			Trip around Tokyo	
1/15 Wed.	Welcome Remarks Introduction to WASEDA-EDGE Program	Waseda University Campus Tour		Lecture 1: Entrepreneurship	Group Work (发表准备)
1/16 Thu.	Lecture2 Coaching session			Lecture3 Business Model Innovation	Group Work (发表准备)
1/17 Fri.	Short Coaching	Lecture4 Business Model Innovation		Lecture5 Business Model Innovation	Group Work (发表准备)
1/18 Sat.	Free activities				
1/19 Sun.	Free activities				
1/20 Mon.	Short Coaching	Lecture 6 Talk by Entrepreneur *lunch gathering with Waseda Students		Group Work (发表准备)	Group Work (发表准备)
1/21 Tue.	Short Coaching	Presentation		Presentation/Feedback	Closing Ceremony
1/22 Wed.		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。

*以上课程内容及上课时间根据上期项目制定，实际信息以当期校方安排为准。

项目费用 | Program Fee

322750 日元

(一) 项目费【包含】

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、在日集体活动时交通费、机场接送费、欢迎会餐费

(二) 项目费【不含】

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、自由出行时交通费及个人费用、以及其他“包括费用”以外的费用

申请条件 | Program Requirement

- (一) 身体健康，有良好的精神面貌
- (二) 中国全日制在校大学生
- (三) 英语 CET6 级以上或能理解英文授课的等同能力
- (四) 能够且必须提供本人的真实资料
- (五) 如有拒签记录等特殊情况需如实告知

申请流程 | Participation Process

- (一) 报名提交电子版报名表至本校相关部门，并尽快办理护照
- (二) 在 2 个工作日之内工作人员通过电话确认个人信息，并对申请者进行初选
- (三) 通过初选的申请者，缴纳项目费用
- (四) 指导办理签证
- (五) 购买国际机票（一般统一购买）
- (六) 行前准备
- (七) 出发

报名方式 | Sign Up

- 报名链接: <http://apply.xf-world.org/>
- 咨询邮箱: shdq@xf-world.org
- 咨询电话: 021-55661085

*国内合作院校推荐名额请咨询各指定校外事处、各院系或其他学校指定部门

📖 往期精彩 | Program Retrospect

(一) 学生评价

- “我觉得教练技巧非常实用，上课也很有趣。”
- “教练技巧帮助我在同陌生人建立关系上更进了一步。”
- “通过企业模式创新课程，我学到了很多在中国没有教授的知识。并且在有关创业上我拓展了自己的思维能力。”
- “教授们给我们上了非常精彩的课程，演讲充满了热情，听完后收获颇丰。同时我还认识到了团队合作的重要性。课程结束后我决定学习更多有关教练技巧的知识。”
- “助教们人都很好，在课堂上帮了我们很多。这个课程让我们有机会和日本学生交流，并拓展了我们的国际化视野。”
- “最终发表为我们提供了一个创造属于自己的企业模式的机会。它激发了我们的创造性思维，同时我还从其他组的发表中学到了很多。”
- “I think the coaching skills are very useful and the class was very interesting.”
- “The coaching helps me take one further step to build relationship with strangers.”
- “Through the Business Model Innovation lesson, I learned quite a lot knowledge which hadn't been taught in China. I have developed my ability of thinking in regard of creating a business.”
- “The professors had given us excellent lectures. The speeches were very passionate and rewarding. And I also realized the importance of teamwork. I decided to study more about coaching after I took this course.”
- “The TAs are very nice and helped us a lot during class. The course enabled us to interact with Japanese students and broadened our global vision.”
- “The final presentation gave us an opportunity to create our own business model. It inspired our creative thinking and I also learned a lot from other groups' presentations.”