

Summer School 2025 (July. 2025)

Learning in Osaka, the Mercantile Capital of Japan

Language: English

Course Description:

Join an enriching journey through Osaka, a vibrant city pulsating with the spirit of entrepreneurship and cultural dynamism. Our program offers a comprehensive exploration of Osaka's unique identity through captivating lectures and immersive experiences.

Introduction to Osaka: Delve into the captivating history of Osaka, tracing its evolution from a thriving business hub to a cultural melting pot. Explore the city's dynamic business center, burgeoning suburban areas, and rich entertainment culture.

Entrepreneurship (Basic): Uncover the secrets of Japan's corporate giants as we spotlight the visionary founders behind some of the nation's most renowned companies. Learn from their innovative ideas and pioneering practices that have shaped the landscape of Japanese business.

Entrepreneurship (Advanced): *Gain invaluable insights into the dynamic startup ecosystem reshaping Japan's economic landscape. Discover the unique influence of Kansai on global culture and how it intersects with Osaka's entrepreneurial spirit to drive digital innovation forward.*

Japanese Business Culture: Immerse yourself in the intricacies of Japanese business culture through engaging discussions and analysis. Explore the nuances of corporate etiquette, negotiation strategies, and relationship-building customs that underpin Japan's business world.

Course Objectives:

1. Gain a comprehensive understanding of Osaka's economic development and its distinct business culture, setting it apart from other metropolitan areas.
2. Develop a discerning eye for cultural nuances and corporate practices through firsthand experiences and in-depth discussions.
3. Experience the vibrant entertainment scene of Osaka firsthand, gaining insight into its significance in local culture.

4. Cultivate an appreciation for the philosophies and strategies driving successful entrepreneurship in Japan.

Course Content:

Our dynamic program combines mini-lectures, interactive workshops, and stimulating group discussions to deepen your understanding of Osaka's dynamic landscape. Field trips and guest lectures complement classroom learning, offering real-world insights into the course content.

Assignment

1. **Excursion Insights:** *Share your thoughts and comments on the excursion sites, exhibits, or ideas that you find significant during our explorations.*
2. **City Planning Exploration:** *Discover the unique city planning styles of Osaka, both old and new. Compare and contrast these with what you know about your own communities.*
3. **Entertainment Diversity:** *Explore the varieties of entertainment in Osaka and in your home countries. Reflect on the differences and similarities you observe.*
4. **Entrepreneurial Ideas:** *Propose original entrepreneurial ideas based on your learnings from the program. This assignment will play a crucial role in your final presentation and report.*

Additional Information:

Assignments for weeks 1-2 and 3-4 are tailored to enhance your understanding and engagement with course topics.

We encourage self-study on course-related themes based on your individual interests.

The submission requirements for assignments 1-3 will be provided in class.

Please note that assignment content is subject to change based on program updates.

Grading Policies

The course will be assessed by formative and summative assessment. Formative assessment will be undertaken throughout the course and

consist of short practical exercises and group discussions.

Textbooks

There is no "set" textbooks required for the course.

References

Students will be provided with readings and activity materials throughout the course from a range of relevant resources.

Feedback Method

Formative and summative feedback will be provided throughout the course.

Course Themes and Topics

Unit 1 (Tuesday 1 July~Wednesday 16 July)

Introduction to Osaka

1. Suita & Modern City Planning (1)
2. Suita & Modern City Planning (2)
3. Osaka: Culture & Entertainment (1)
4. Osaka: Culture & Entertainment (2)

Entrepreneurs (Basic)

1. Panasonic (1)
2. Panasonic (2)
3. Nissin Foods (1)
4. Nissin Foods (2)

Entrepreneurship (Advanced)

1. Entrepreneurship: Kansai (in contrast to Osaka)
2. Entrepreneurship & Digitization

Japanese Business Cultures

1. Social and Cultural Transformation Challenges - Part One
2. Social and Cultural Transformation Challenges - Part Two
3. Corporate and Company Culture: Impacts, Importance, and Evolution.
4. Case Study 1: Topic (TBD), Discussion, and Q&A

Excursion (Spots are subject to change.)

- Expo City
- Panasonic Museum
- Cup Noodles Museum Osaka Ikeda

Unit 2 (Thursday 17 July~Friday 1 August)

Introduction to Osaka

1. Osaka & City Planning (1)
2. Osaka & City Planning (2)
3. Osaka: Culture & Entertainment (1)
4. Osaka: Culture & Entertainment (2)

Entrepreneurs in Osaka (Basic)

1. Hankyu Railways (1)
2. Hankyu Railways (2)
3. Omron (1)
4. Omron (2)

Entrepreneurship (Advanced)

1. Entrepreneurship: Kansai (in contrast to Osaka)
2. Entrepreneurship & Digitization

Japanese Business Cultures

1. Product Management
2. Entrepreneurship and Innovation
3. Technology and the Industrial Internet of Things (IIoT)
4. Case Study 2: Topic (TBD), Discussion, and Q&A

Excursion (Spots are subject to change.)

- Osaka Museum of Housing and Living
- Entrepreneurial Museum of Challenge and Innovation
- Disaster Reduction and Human Renovation Institution

Unit 3 (Tuesday 1 July~ Friday 1 August)

Introduction to Osaka

1. Suita & Modern City Planning (1)
2. Suita & Modern City Planning (2)
3. Osaka: Culture & Entertainment (1)

4. Osaka: Culture & Entertainment (2)
5. Osaka & City Planning (3)
6. Osaka & City Planning (4)
7. Osaka: Culture & Entertainment (3)
8. Osaka: Culture & Entertainment (4)

Entrepreneurs in Osaka

1. Panasonic (1)
2. Panasonic (2)
3. Nissin Foods (1)
4. Nissin Foods (2)
5. Hankyu Railways (1)
6. Hankyu Railways (2)
7. Omron (1)
8. Omron (2)

Entrepreneurship (Advanced)

1. Entrepreneurship: Kansai (in contrast to Osaka) 1& 2
2. Entrepreneurship & Digitization 1 & 2

Japanese Business Cultures

1. Social and Cultural Transformation Challenges - Part One
2. Social and Cultural Transformation Challenges - Part Two
3. Corporate and Company Culture: Impacts, Importance, and Evolution.
4. Case Study 1: Topic (TBD), Discussion, and Q&A
5. Product Management
6. Entrepreneurship and Innovation
7. Technology and the Industrial Internet of Things (IIoT)
8. Case Study 2: Topic (TBD), Discussion, and Q&A

Excursion (Spots are subject to change.)

- Expo City
- Osaka Museum of History
- Panasonic Museum
- Cup Noodles Museum Osaka Ikeda
- Osaka Museum of Housing and Living
- Sharp Museum

- Entrepreneurial Museum of Challenge and Innovation
- Disaster Reduction and Human Renovation Institution