

Course	Topics in Empowerment Informatics III
Course No.	02RB228
Credits	1.0Credits
Grade	1 - 4Year
Timetable	Annual by request
Instructor	Yoshihiro Hamakawa, 麻衣 大槻, Akitoshi Tomita, Hiroo Iwata
Course Overview	Students will learn how to design a business model. Then, assuming that they will start businesses, they will make a business model using EMP technologies and will make a presentation about the model, dividing up in some teams. By doing so, they can deepen their business minds necessary to industrialize research results.
Remarks	Those who do not belong to the PhD program in Empowerment Informatics need a subject teacher's permission for registration. This class is held jointly with the Collaboratory Exercise. The students work as a member of a team, not a leader. English
Course Type	lectures
Course Remarks	Workshop
Relationship to EMP Educational Objectives	Frontline ability: Entrepreneurship Interdisciplinary: Broad specialist knowledge and experience Presentation ability: International expression ability
Course Objectives	To deepen the student's business mind and make it possible for students to design a business model.
Course Schedule	We have class three times. In the last class, we hold a mini business model contest. (1) (Day 1) <ul style="list-style-type: none"> • Students will learn how to use business design tools using in this exercise. • Dividing up in some teams, students will deepen their understanding of customers they should take into account when thinking a business model. (Day 2) <ul style="list-style-type: none"> • Each team will create a business model using EMP technologies to satisfy customer's desires. (2) <ul style="list-style-type: none"> • Each team will inspect the hypothesis through interviews of some supposed customers. (3) <ul style="list-style-type: none"> • Each team will make a presentation about the business model and be evaluated. 1)

Graduating Methods and Criteria	Contents/presentation of the business model(70points), the Contribution degree to the business model making (30 points)
Homework	Read "Business Model Generation (WILEY) ", think a business model using EMP technologies and draw it on a Business model canvas before starting this class.
Textbook	
References	Business Model Generation (WILEY)
Office Hour	
Messages for Students	
Teaching Fellow / Teaching Assistant	
Keywords	Customer-centric,business,model,canvas