

# ベンチャー・ビジネス論Ⅲ (Venture BusinessⅢ)

科目ナンバリング MAN-311  
選択 2単位

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## 1. 授業の概要(ねらい)

The course is designed to assist students in understanding the essence of venture business and entrepreneurship, and the key success factors of doing business under the severe market competition and changing business environment. In particular, the course will highlight the mechanisms of new venture creation, that is, ways of entrepreneurial thinking and acting, the process of opportunity recognition and creative idea generation, as well as the process of gathering resources and information to convert business chances into start-ups.

The course will also cover the essential topics on venture capital (VC) financing, the basic toolset necessary to prepare a business plan and will involve recent case studies of successful business ventures.

## 2. 授業の到達目標

The objective of the course is to provide students with theoretical and basic practical knowledge concerning managerial aspects, as well as environmental issues of venture business creation, survival and growth.

Through taking this course, students will:

1. learn the fundamentals of Venture Business and Entrepreneurship
2. gain insight into the core processes of New Venture Creation: the opportunity recognition and creative idea generation
3. understand the structure and key elements of Business Planning
4. learn how to analyze the feasibility of proposed Business Model
5. understand the essentials of Venture Capital financing, growth and scale-up issues that face entrepreneurs

## 3. 成績評価の方法および基準

Apart from final exam and written assignments, student's active participation will be graded. Specific weightings are as follows:

- Class Participation 25%
- Written Assignments 25%
- Final Report 50%

## 4. 教科書・参考文献

教科書

by Alexander Osterwalder and Yves Pigneur 『Business Model Generation』 2010. Wiley

参考文献

by Stephen Spinelli and Rob Adams 『New Venture Creation: Entrepreneurship for the 21st Century (10th Edition)』 2015. McGraw-Hill Education

by Bill Aulet 『Disciplined Entrepreneurship: 24 Steps to a Successful Startup』 2013. Wiley

by Ash Maurya 『Running Lean: Iterate from Plan A to a Plan That Works (2nd Edition)』 2012. O'Reilly Media

by Steve Blank and Bob Dorf 『The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company』 2012. K & S Ranch

by Eric Ries 『The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses』 2011. Crown Business

## 5. 準備学修の内容

Be prepared for each class by reading the assigned chapters or cases, and by reviewing the previous lectures.

Try to communicate with entrepreneurs, read interesting books and articles about entrepreneurial people, be open-minded and challenge yourselves in everyday life.

## 6. その他履修上の注意事項

Ask as many questions as you can concerning every little thing you could not understand or are interested in.

Actively participate in class discussions and do not be afraid to share your own opinion in the class.

## 7. 授業内容

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| 【第1回】  | Introduction into the course                                     |
| 【第2回】  | What is New Venture Creation? The Definition of Venture Business |
| 【第3回】  | Entrepreneurial Mind   |
| 【第4回】  | Entrepreneurial Process  |
| 【第5回】  | Business Plan: Designing the Business I                          |
| 【第6回】  | Opportunity Recognition  |
| 【第7回】  | Opportunity Evaluation: theory                                   |
| 【第8回】  | Opportunity Evaluation: practice                                 |
| 【第9回】  | Opportunities for Social Entrepreneurship                        |
| 【第10回】 | Business Plan: Designing the Business                            |
| 【第11回】 | Business Plan: Formulating the Strategy                          |
| 【第12回】 | Business Plan: Formulating the Strategy (9 essential blocks)     |

【第13回】	The Entrepreneurial Leader
【第14回】	The Entrepreneurial Team
【第15回】	Course Review and Final Exam