

COURSE SCHEDULE

Strategic Management and Marketing for Sustainable Local Industry Development (B)

* Program types: L(Lecture), P(Practice), O(Observation), Pres(Presentation) COURSE NUMBER: 202006509J001

**Participants are required to complete prerequisite video lectures and assignment DURATION: 2021/11/2~2021/11/19

Double-check and make sure the time zone listed on this schedule is your local time

Date	Japan Time(JST)	Type*	Program	Lecturere		Remarks
				Name	Organization	
Nov 2 (Tue)	~		Briefing Session	Ms. Ikeda	JICA Hokkaido (Obihiro)	
	16:00 ~ 19:00		Course Orientation/ Check internet connection and communication environment (sign up for the Course Web, how to use it)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 3 (Wed)	9:00 ~ 12:00		Preparation for Inception Report Presentation	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 20:00	Pres	Inception Report Presentation from Participating Countries	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 4 (Thu)	9:00 ~ 12:00	L	Sustainable Development 1/ Critical Thinking	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: Sustainable Development 1 (Background, Overview/ Systems Thinking)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 5 (Fri)	9:00 ~ 12:00	L	Outline of Agriculture in Japan and Hokkaido/ Case Method Teaching	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: IRODORI Case (Utilization of Local Resources)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 6 (Sat)			Day Off			
Nov 7 (Sun)			Day Off			

Date	Japan Time(JST)	Type*	Program	Lecturere		Remarks
				Name	Organization	
Nov 8 (Mon)	9:00 ~ 12:00	L	Management Basics & Entrepreneurship	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Management Basics (Business Game Workshop)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 9 (Tue)	9:00 ~ 12:00	L	Marketing Basics 1	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Marketing Basics 2 (Case Discussion1: Masuya)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 10 (Wed)	9:00 ~ 12:00	L	Business Strategy Basics1	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	P	Discussion: Business Strategy (Case Discussion2: MASUYA)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 11 (Thu)	9:00 ~ 12:00	L	Case Analysis: Obihiro-no Mori Forest	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: Obihiro-no Mori Forest	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 12 (Fri)	9:00 ~ 12:00	L	Managerial Accounting Basics 1 (Cashbook,Break-Even Point Analysis)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Managerial Accounting Basics 2 (Pizza Parlor BEP Analysis)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	

Date	Japan Time(JST)	Type*	Program	Lecturere		Remarks
				Name	Organization	
Nov 13 (Sat)			Day Off			
Nov 14 (Sun)			Day Off			
Nov 15 (Mon)	9:00 ~ 12:00	L	Business Strategy Basics 2 (Case Analysis: Yotsuba Milk Products)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: Yotsuba Milk Products	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 16 (Tue)	9:00 ~ 12:00		Sustainable Development 2 (Strategy & Plan)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: Tokachi-gawa River Basin Sewerage Treatment Center	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 17 (Wed)	9:00 ~ 12:00	L	Case Analysis: Yabuta Farm	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	Pres	Discussion: Yabuta Farm	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 18 (Thu)	9:00 ~ 12:00	L	Project Idea Formulation Guidance	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 19:00	P	Project Idea Formulation	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
Nov 19 (Fri)	9:00 ~ 12:00	P	Project Idea Formulation (Individual work)	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
	16:00 ~ 20:00	Pres	Lecture: Course Summarty Presentation of Project Idea	Mr. Shinichi TSUBOI	President, Insight Management Co., Ltd.	
			Fill out and Submit the Questionnaire			
	20:00 ~ 20:30		Wrap Up Meeting	Ms. Ikeda	JICA Hokkaido (Obihiro)	