

Course Schedule

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

JICA Hokkaido Center (Obihiro)

Address: 1-2, Minami 6-chome, Nishi 20-jo, Obihiro-city, Hokkaido, 080-2470, Japan

TEL: +81-155-35-1210 FAX: +81-155-35-1250

COURSE NUMBER:202110073J001

DURATION: 2022/9/13~2022/9/30

Participants are required to complete prerequisite study before taking each online session, which include

(1) Review and submit lesson memo of the previous session, (2) Watch and study through lecture videos, (3) Work homework and assignments.

(1)-(3) will take about 2-4 hours a day, depending on the individuals.

* Program types: L(Lecture), P(Practice), O(Observation), Pres(Presentation)

Date (Japan)	Japan Time (JST)	Type*	Program	Lecturere	
				Name	Organization
Sep 13 (Tue)	[Self-study]		Briefing Session	Mr. Masashi SAKIGAWA	JICA Hokkaido (Obihiro)
Sep 13 (Tue)	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 Inc.
	[Self-study]		Preparation for Inception Report Presentation	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 14 (Wed)	16:00 ~ 19:30	Pres	Inception Report Presentation from Participating Countries	Mr. Shinichi TSUBOI	President, Insight Management Inc.

Date (Japan)	Japan Time (JST)	Type*	Program	Lecturere	
				Name	Organization
	[Self-study]	L	Sustainable Development 1/ Critical Thinking	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 15 (Thu)	16:00 ~ 19:30	Pres	Discussion: Sustainable Development 1 (Background, Overview/ Systems Thinking)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	L	Outline of Agriculture in Japan and Hokkaido/ Case Method Teaching	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 16 (Fri)	16:00 ~ 19:30	Pres	Discussion: IRODORI Case (Utilization of Local Resources)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 17 (Sat)			No online sessions		
Sep 18 (Sun)			No online sessions		
	[Self-study]	L	Management Basics & Entrepreneurship	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 19 (Mon)	16:00 ~ 19:30	Pres	Management Basics (Business Game Workshop)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	L	Business Strategy 1	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 20 (Tue)	16:00 ~ 19:30	Pres	Discussion: Business Strategy 1(Case Discussion1: MASUYA)	Mr. Shinichi TSUBOI	President, Insight Management Inc.

Date (Japan)	Japan Time (JST)	Type*	Program	Lecturere	
				Name	Organization
	[Self-study]	L	Marketing for sustainability 1 (Marketing 3.0)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 21 (Wed)	16:00 ~ 19:30	P	Marketing for sustainability 2 (Case Discussion2: Masuya)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]		Virtual site visit: Environmental friendly agriculture (Yabuta Farm)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 22 (Thu)	16:00 ~ 19:30	Pres	Discussion: Environmental friendly agriculture (Yabuta Farm)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	L	Circula economy & business mode 1	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 23 (Fri)	16:00 ~ 19:30	Pres	Circular economy & business model 2 (Business Model Canvas)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 24 (Sat)			No online sessions		
Sep 25 (Sun)			No online sessions		
	[Self-study]	L	Business Strategy Basics 2 (Case Analysis: Yotsuba Milk Products)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 26 (Mon)	16:00 ~ 19:30	Pres	Virtual site visit & discussion Agricultural cooperative business (Yotsuba Milk Products)	Mr. Shinichi TSUBOI	President, Insight Management Inc.

Date (Japan)	Japan Time (JST)	Type*	Program	Lecturere	
				Name	Organization
	[Self-study]	L	Sustainable Development 2 (Strategy & Plan)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 27 (Tue)	16:00 ~ 19:30	Pres	Virtual site visit: Water resource management (Tokachi-gawa River Basin Sewerage Treatment Center)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	L	Virtual site visit: Obihiro-no Mori Forest	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 28 (Wed)	16:00 ~ 19:30	Pres	Green infrastructure & Eco-DRR (Obihiro-no Mori Forest)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	L	Project Idea Formulation Guidance	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 29 (Thu)	16:00 ~ 19:30	P	Project Idea Formulation	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	[Self-study]	P	Project Idea Formulation (Individual work)	Mr. Shinichi TSUBOI	President, Insight Management Inc.
Sep 30 (Fri)	16:00 ~ 19:30	Pres	Lecture: Course Summarty Presentation of Project Idea	Mr. Shinichi TSUBOI	President, Insight Management Inc.
	19:30 ~ 20:00		Wrap Up Meeting	Mr. Masashi SAKIGAWA	JICA Hokkaido (Obihiro)
	~		Fill out and Submit the Questionnaire		