

GNAM | Global Network for Advanced Management
MBA GNW | Global Network Week | MARCH 13-17, 2023

Tokyo Program

INNOVATION X SERVICE | *OMOTENASHI* 3.0

November 10, 2022

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Hitotsubashi University Business School
School of International Corporate Strategy



GNW HITOTSUBASHI ICS |

Discover INNOVATION x SERVICE in Japan!



The Global Knowledge Hub in Tokyo

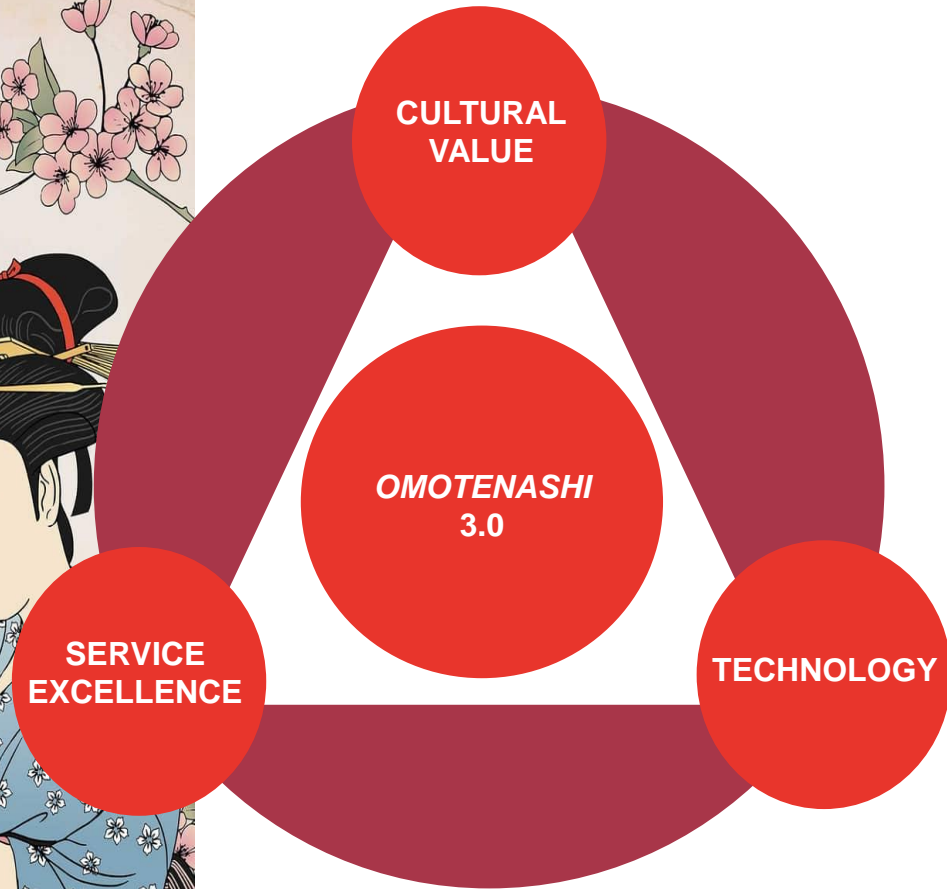
2022 GNW HITOTSUBASHI ICS is designed for MBA students to learn the mindset and best practices of service management in Japan.

You will have the access to: 1) the behind the scenes of service deliveries in Japan, and 2) lectures and live discussion sessions with the managers from the leading companies in Japan.

We are looking forward to guide you to the world of *Omotenashi!*

THEME | *OMOTENASHI* 3.0

CULTURAL VALUE x SERVICE EXCELLENCE x TECHNOLOGY



<https://www.tokyoweekender.com/2020/03/japanese-words-we-cant-translate-is-omotenashi-really-japanese-hospitality/>

(TENTATIVE)

FOUNDATIONS: COUNTRY & CULTURE

Introduction to Japanese Culture
“SA-DO” (Ways of Japanese Tea Ceremony)
Service Management in Japan
Japan and Digital Society

COMPANY SESSIONS

Yamato Transportation
Tessei
OryLab
ANA

FIELD VISITS / EXPERIENTIAL LEARNING

Japanese Tea Ceremony
OMO / Henn-na Hotel*
Dawn Café / Yona Yona Beer Works
ANA BLUE BASE
Yamato Chronogate

FOUNDATIONS: CONCEPTS & FRAMEWORKS

Omotenashi 3.0

	DAY 1 Mon., March 13	DAY 2 Tue., March 14	DAY 3 Wed., March 15	DAY 4 Thu., March 16	DAY 5 Fri., March 17
MORNING	<p>INTRODUCTION S. Suzuki & J. Lee 0900-0915 (@HUB Classroom)</p>	<p>FOUNDATION 2 <i>Omotenashi 1,0 and 2,0</i> S. Suzuki 900-1030 (@HUB Classroom)</p>		<p>FOUNDATION 2 <i>Omotenashi 3,0</i> S. Suzuki 900-1100 (@HUB Classroom)</p>	
	<p>FOUNDATION 1 TEAM BUILDING using the concept of <i>omotenashi</i> IKERU (TBC) 0930-1100 (@HUB 1st Floor)</p>	<p>COMPANY SESSION 1 TESSEI (HRM) <u>Guest Speaker</u> Mr. Teruo Yabe 1030-1200 (@HUB Classroom)</p>	<p>FOUNDATION 3 Japanese Service Management Y. Fujikawa 1000-1200 (@HUB Classroom)</p>	<p>COMPANY SESSION 6 ORYLAB <u>Guest Speaker</u> Ms. Aki Yuki 1100-1230 (@HUB Classroom)</p>	<p>WRAP-UP SESSION S. Suzuki & J. Lee 1000-1130 (@HUB Classroom)</p>
	<p>BUS 1200-1300</p>		<p>BUS TO TENKUBASHI 1200-1300</p>		
LUNCH	<p><u>Lunch on your own</u></p>	<p><u>Lunch on your own</u></p>	<p><u>Lunch on your own</u></p>	<p>BUS TO DAWN CAFE 1230-1300</p>	<p>CERTIFICATE AWARD LUNCHEON AT YONA YONA BEER WORKS KANDA 1200-1400</p>
AFTERNOON	<p>FOUNDATION 2 Japanese Culture M. Kimura & M.Nishisaka <u>1300-1400</u></p>	<p>BUS TO ANA BLUE BASE 1200-1300</p>	<p>COMPANY SESSION 4 YAMATO (Operation Management) <u>Guest Speaker</u> Mr. Katsuhiko Umetsu 1300-1400</p>	<p>COMPANY SESSION 7 COMPANY VISIT DAWN CAFÉ Lunch (included) 1300-1500</p>	
	<p>FIELD VISIT 1 1400-1700 Japanese Tea Ceremony Experience (TBD) M. Kimura & M.Nishisaka</p>	<p>ANA Blue Base 1300-1500</p>	<p>COMPANY SESSION 5 COMPANY VISIT YAMATO CHRONOGATE 1400-1500</p>	<p>COMPANY SESSION 8 <u>Guest Speaker</u> Henn-na Hotel 1500-1630 (@HUB Classroom)</p>	
		<p>COMPANY SESSION 3 <u>Guest Speaker</u> OMO5 1600-1700 (@HUB Classroom)</p>	<p>FIELD VISIT 2 1500-1700 City Exploration Team Activity (Experience Omotenashi 2.0 and 3.0 in teams, basically shopping)</p>		
EVENING	<p><u>Dinner on your own</u> <u>Stay at OMO</u></p>	<p><u>Dinner on your own</u> <u>Stay at OMO</u></p>	<p><u>Dinner on your own</u> <u>Stay at Henn-na Hotel</u></p>	<p><u>Dinner on your own</u> <u>Stay at Henn-na Hotel</u></p>	<p>As of November 1, 2022</p>

LEGEND

- Academic sessions
- Corporate sessions
- Cultural sessions
- Sessions held at the ICS campus
- Sessions held outside ICS

OUR SCHOOL | Hitotsubashi ICS



**CAPTAINS OF
INDUSTRY,
INNOVATORS IN
SOCIETY**



- Founded in 1875
- The first national university in Japan, specialized exclusively in **management and social sciences**
- Located in Kunitachi City, western suburb of

HUB |  HITOTSUBASHI
UNIVERSITY
BUSINESS SCHOOL



↓ PROGRAMS IN JAPANESE

PROGRAMS IN JAPANESE
SCHOOL OF BUSINESS ADMINISTRATION

UNDERGRADUATE	MASTER	Ph. D.	Ph. D. IN FINANCE
MBA MANAGEMENT ANALYSIS	MBA BUSINESS ADMINISTRATION	MBA FINANCIAL STRATEGY	

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↓ PROGRAMS IN ENGLISH

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PROGRAMS IN ENGLISH
SCHOOL OF INTERNATIONAL CORPORATE STRATEGY

MBA FALL-7 MF 2024	DBA SECTOR OF BUSINESS ADMINISTRATION PROGRAM
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OUR SCHOOL | Hitotsubashi ICS



- Founded in **2000**
- Japan's **first national** university **business school** offering **100% English MBA**
- Located in Hitotsubashi, the birthplace of the university in **downtown Tokyo**



CONNECTED TO THE REAL BUSINESS WORLD

LOCATED IN THE HEART OF TOKYO

Address:

Hitotsubashi University Business School
School of International Corporate Strategy
2-1-2 Hitotsubashi, Chiyoda-ku, Tokyo 101-8439 Japan
Phone: +81.3.4212.3094/3154

OUR SCHOOL | Mission, Vision, & Values

MISSION

*Embracing complexity and achieving the ‘**Best of Two Worlds**’ – by acting as a bridge linking Japan to Asia and the globe, and as an international center of excellence for the creation, management and dissemination of knowledge.*

VISION

*To be one of the world’s prominent business schools, developing global-minded leaders who are **expert on Japan, connected to Asia**, and capable of making a significant and positive impact.*

VALUES

*Guiding our **vision** are the **core values** we follow in everything we do:
Excellence · Integrity · Imagination · Inclusiveness · Initiative*

Faculties in Charge:



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