

GNAM | Global Network for Advanced Management
MBA GNW | Global Network Week | MARCH 11-15, 2024

Tokyo Program

INNOVATION X SERVICE | *OMOTENASHI* 3.0

October 10, 2023

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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

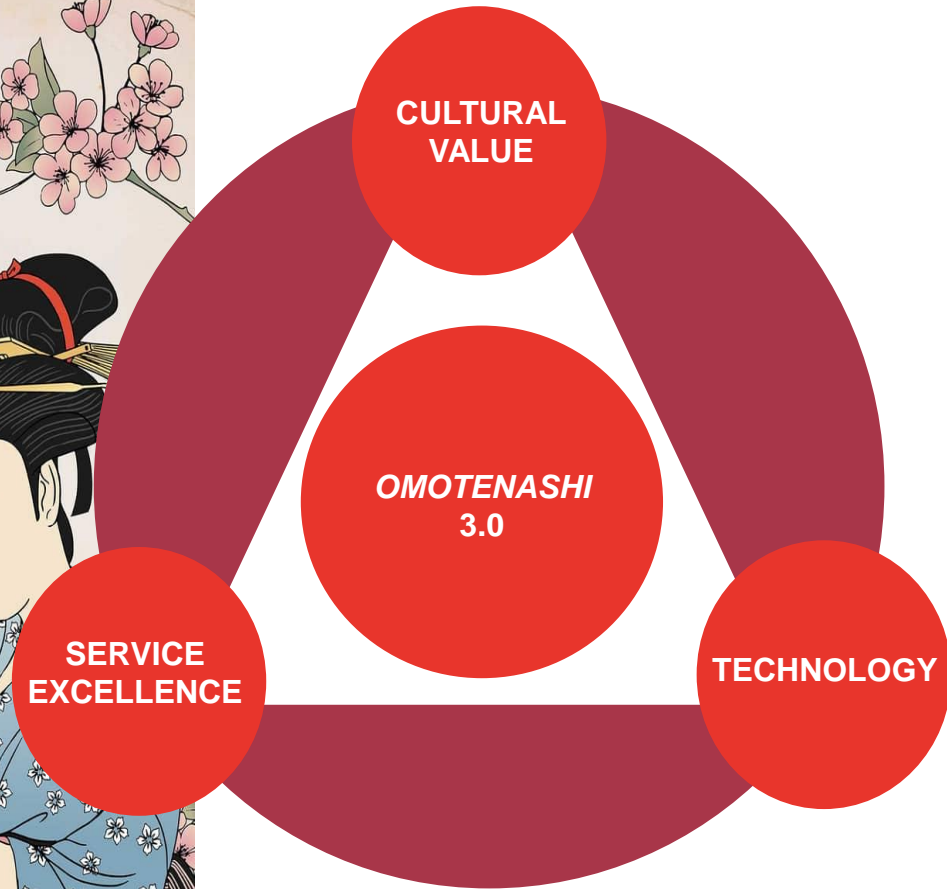
2024 GNW HITOTSUBASHI ICS is designed for MBA students to learn the mindset and best practices of service management in Japan.

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/>

FOUNDATIONS: COUNTRY & CULTURE

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

COMPANY SESSIONS

Yamato Transportation
Tessei
OryLab
ANA

FIELD VISITS / EXPERIENTIAL LEARNING

Japanese Tea Ceremony
Dawn Café / Yona Yona Beer Works
ANA BLUE BASE
Yamato Chronogate

FOUNDATIONS: CONCEPTS & FRAMEWORKS

Omotenashi 3.0

	DAY 1 Mon., March 11	DAY 2 Tue., March 12	DAY 3 Wed., March 13	DAY 4 Thu., March 14	DAY 5 Fri., March 15
MORNING	<p><u>INTRODUCTION</u></p> <p>S. Suzuki & J. Lee 0900-0930</p>	<p><u>FOUNDATION 2</u> <i>Omotenashi 1.0</i></p> <p>S. Suzuki 0900-0930</p>	<p><u>FOUNDATION 3</u> Japanese Service Management</p> <p>Y. Fujikawa 900-1100</p>	<p><u>FOUNDATION 2</u> <i>Omotenashi 3.0</i></p> <p>S. Suzuki 0930-1030</p>	
	<p><u>FOUNDATION 1</u> Team Building</p> <p>IKERU 0930-1130</p>	<p><u>COMPANY SESSION 1</u> HOSHINO RESORTS (Video) and Open Discussion</p> <p>S. Suzuki 0930-1030</p>	<p>BUS TO FUTURE HANEDA LAB 1115-1200</p> <p><u>COMPANY VISIT 2</u> FUTURE HANEDA LAB & AI_SCAPE Lunch (included) 1200-1300</p>	<p><u>COMPANY SESSION 4</u> ORYLAB</p> <p>Guest Speaker Ms. Aki Yuki 1030-1200</p>	<p><u>WRAP-UP SESSION</u></p> <p>S. Suzuki & J. Lee 1030-1130</p>
LUNCH	<p>Lunch on your own 1130-1220</p>	<p><u>COMPANY SESSION 2</u> TESSEI</p> <p>Guest Speaker Mr. Teruo Yabe 1100-1200</p>	<p>BUS TO YAMATO CHRONOGATE 1300-1330</p> <p><u>COMPANY SESSION 3</u> YAMATO</p> <p>Guest Speaker Mr. Katsuhiko Umetsu 1330-1420</p>	<p>BUS TO DAWN CAFÉ 1210-1230</p> <p><u>COMPANY VISIT 4</u> DAWN CAFÉ Lunch (included) 1230-1340</p>	
AFTERNOON	<p>BUS TO GOKOKUJI 1220-1300</p> <p><u>FOUNDATION 2</u> Japanese Culture</p> <p>M. Kimura & M. Nishisaka 1315-1430</p>	<p>Lunch on your own 1200-1315</p> <p>BUS TO ANA BLUE BASE 1315-1430</p> <p><u>COMPANY VISIT 1</u> ANA Blue Base 1430-1730</p>	<p><u>COMPANY VISIT 3</u> YAMATO CHRONOGATE 1430-1600 Group 1 1500-1630 Group 2</p>	<p>BUS TO ICS 1350-1430</p> <p><u>COMPANY SESSION 5</u> Henn-na Hotel (Video) and Open Discussion</p> <p>1500-1600</p>	<p><u>CERTIFICATE CEREMONY</u> YONA YONA BEER WORKS KANDA</p>
	<p><u>FIELD VISIT 1</u> Japanese Tea Ceremony Experience</p> <p>M. Kimura & M. Nishisaka 1430-1700</p>	<p><u>FIELD VISIT 2</u> Photo Challenge City Exploration Team Activity 1730-</p>		<p><u>COMPANY SESSION 6</u> Remote Robotics</p> <p>Guest Speaker Mr. Bruce Tanaka 1600-1700</p>	
				<p>Tentative Schedule</p>	<p>LEGEND</p> <ul style="list-style-type: none"> Academic sessions Corporate sessions Cultural sessions Sessions held at the ICS campus Sessions held outside ICS
EVENING					<p>As of Oct 10, 2023</p>

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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