



早稲田大学 2019 年冬
国际化创业人才推进项目

Enhancing Development of Global Entrepreneur Program

2019 Winter Term

2019 年 1 月 25 日 — 2 月 3 日

January 25, 2019 — February 3, 2019



主办单位	株式会社 GES（日中文化交流中心） Global Education Service Co., Ltd.
课程安排	早稻田大学 WASEDA-EDGE 人才育成项目实施委员会 WASEDA-EDGE Program Executive Committee , WASEDA University
课程语言	英语 English
参加对象	中国各大学相关专业学生，早稻田大学相关专业学生 Related specialized students from all universities in China and WASEDA University

学习成果	 <p>每位中国大学生参加者将被授予早稻田大学官方结业证书 Every student from China will be granted an official Certificate of Completion for this Program from WASEDA University.</p>
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项目特点

- 早稻田大学国际化创新人才推进（EDGE）项目开始于 2014 年。截止到 2016 年底，已经有约 2200 名学生及商务人士从该项目毕业。该项目的主旨在于培养兼具最先端理论知识和独立领导才能的国际化创新人才，引导学生以国际化的视野从事创业，并让他们了解国际化创新型人才应具备的素质要求和基础知识。
- 该项目自 2017 年 7 月 10 日起得到了来自 4 所大学及 31 所机构的支持，从而将更好地帮助学生认识全球商务领域的形势和环境，并让学生通过这些国有·海外企业、学术机构和政府机构积累相关创业知识，提升创造性思维、洞察力、组织协调能力以及作为一名国际化创新型人才的领导力。
- 该项目为 WASEDA-EDGE 的预备班。通过体验 WASEDA-EDGE 的学习环境，学生们将更好地理解 WASEDA-EDGE。那些优秀的学生还将有机会被推荐到该项目。
- The EDGE Program at Waseda University (WASEDA-EDGE) started in 2014. In total, approximately 2,200 students and businesspersons have participated in the WASEDA-EDGE program by the end of 2016. The vision of WASEDA-EDGE is to develop global entrepreneurs who are capable not only of cutting edge research and thought leadership individually, but also of creating businesses with a global perspective, learning the quality and basic knowledge requested for global entrepreneurs.

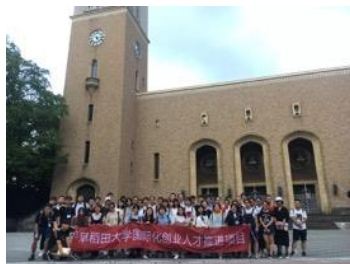
- From July 10, 2017, supported from four universities and 31 institutions, the program will help students to recognize the situation and environment of international business, accumulate entrepreneurial knowledge from national and overseas industries, academic institutions, and government organizations, and enhance creative thought, insight ability, organization and coordination capacity and leadership as global entrepreneurs.
- The program is the preparatory class of WASEDA-EDGE. In the same studying environment as WASEDA-EDGE, this program will help students understanding WASEDA-EDGE further, and recommending excellent students to WASEDA-EDGE.

➤ **课程内容 - 实体案例分析, Design Thinking, Business Model, AI & Big Data 等**
Course Content - Real case analysis, Design Thinking, Business Model, AI & Big Data, etc.

➤ **授课形式 - 分组讨论, 共同发表 (中国学生会和早稻田大学的学生共同学习, 交流互动)**
Teaching Methods – Group Discussion and Presentation (Students from China and Japan will study together to enhance interaction between different culture.)

➤ **师资 - 早稻田大学专业权威教授, 以及著名自主创业企业家, 风险投资家**
Faculty - Authoritative professors from Waseda University, well-known self-employed entrepreneurs and venture capitalists

➤ **文化体验 - 实地考察, 企业见学**
Off-campus Education – Fieldwork to companies, academic institutions, or government organizations.



过去参加者感想

- ◇ “我觉得教练技巧非常实用, 上课也很有趣。”
- ◇ “教练技巧帮助我在同陌生人建立关系上更进了一步。”
- ◇ “通过企业模式创新课程, 我学到了很多在中国没有教授的知识。并且在有关创业上我拓展了自己的思维能力。”
- ◇ “教授们给我们上了非常精彩的课程, 演讲充满了热情, 听完后收获颇丰。同时我还认识到了团队合作的重要性。课程结束后我决定学习更多有关教练技巧的知识。”
- ◇ “助教们人都很好, 在课堂上帮了我们很多。这个课程让我们有机会和日本学生交流, 并拓展了我们的国际化视野。”
- ◇ “最终发表为我们提供了一个创造属于自己的企业模式的机会。它激发了我们的创造性思维, 同时我还从其他组的发表中学到了很多。”
- ◇ “I think the coaching skills are very useful and the class was very interesting.”
- ◇ “The coaching helps me take one further step to build relationship with strangers.”
- ◇ “Through the Business Model Innovation lesson, I learned quite a lot knowledge which hadn’t been taught in China. I have developed my ability of thinking in regard of creating a business.”

- ◇ “The professors had given us excellent lectures. The speeches were very passionate and rewarding. And I also realized the importance of teamwork. I decided to study more about coaching after I took this course.”
- ◇ “The TAs are very nice and helped us a lot during class. The course enabled us to interact with Japanese students and broadened our global vision.”
- ◇ “The final presentation gave us an opportunity to create our own business model. It inspired our creative thinking and I also learned a lot from other groups’ presentations.”

大学介绍

早稻田大学 (Waseda University), 简称早大, 是一所位于日本东京都新宿区的世界著名研究型综合大学。1882 年, 伴随着“学问要独立”的宣言声, 日本前首相大隈重信创立了早稻田大学。

早稻田大学作为日本超级国际化大学计划 (Top Global University Project) 面向世界 TOP100 的 A 类顶尖校, 日本 RU11 学术研究恳谈会核心成员, 亚太国际教育协会 (APAIE) 发起成员和顶级研究型大学组织环太平洋大学联盟 (Association of Pacific Rim Universities) 五所日本成员校之一, 东京六大学棒球联盟成员之一。其毕业生人才辈出, 世界影响力极为广泛。历届日本首相中有七位是早稻田大学毕业生, 国会议员近三分之一出身于早稻田大学。索尼、卡西欧、三星、东芝、乐天、任天堂、松下、三洋等众多著名公司的创始人及社长皆出身于早稻田大学。至今为止, 已有 30 位校友获得日本文学最高奖之芥川奖, 居日本之首。



Nishi-WASEDA 共創館
@西早稻田(理工学部)キャンパス



WASEDA 共創館
@早稻田(本部)キャンパス

Shozo Takata

(Professor at the Department of Industrial and Management Systems Engineering, School of Creative Science and Engineering)

He holds a Ph.D. in engineering in the Department of Precision Machinery Engineering from the University of Tokyo.

He worked in Toyo University as a lecturer and associate professor from 1978 to 1990. He worked in Osaka University as an associate professor from 1990 to 1992 before moving to Waseda University.



His research interests are life cycle engineering for facilitating the implementation of circular manufacturing, focusing on reuse and recycling management, and environmentally benign manufacturing business design. He also works on maintenance planning and optimization.

He is active in various engineering societies, especially in CIRP (International Academy of Production Engineering), where he served as an editorial committee member and a council member. He has been engaged on JISC (Japanese Industrial Standards Committee) as well as ISO in the field of industrial automation for long time.

Toru Asahi

(Professor of Department of Life Science and Medical Bioscience, Department of Advanced Science and Engineering, and Department of Nano science and Nano engineering, Graduate School of Advanced Science and Engineering, Faculty of Science and Engineering)

He is Deputy Director of Research Organization for Nano & Life Innovation, Director of Global Biomedical Green Science Institute, and Director of Doctoral Student Career Center. He is Program Coordinator of “Leading Graduate Program in Science and Engineering, Waseda University; Energy Next” and also Program Leader of “Development of Data Analysis Talent” of the Ministry of Education, Culture, Sports, Science and Technology.



His current research interests are High Accuracy Universal Polarimeter, Crystal Optics, Chiral Crystallography, Thalidomide, Chiroptical Spectroscopy, Amino Acids, Nano-Chiral Science, Magnetic Materials, Ferroelectrics, Alzheimer Disease, Symmetry Breaking. (PhD in 1992 and MBA in 2007)

Mikiko Shimaoka

(Associate Professor of Center for Research Strategy, Deputy General Manager of WASEDA-EDGE program)



She joined an environmental NGO and worked on various global environmental issues such as climate change, toxics, and forest depletion, after the graduation of the School of Literature at Waseda University,

She holds a Ph.D. in Public Management from Waseda University in 2013.

She worked as a researcher at the Institute for Global Environmental Strategies (IGES) from 2011, and as an associated researcher at the Research Center of Waseda Business School from 2011 to 2013).

She joined the Center of Research Strategy at Waseda University and has been devoted to promote university's research activities through MEXT EDGE (Enhancing Development of Global Entrepreneur) program, international research collaborations and other research projects in 2014.

Since 2013, she has been one of the national advisory members for the program: "Accelerate Cooperative Efforts to Promote Regional Vitalization" by the Ministry of Environment. She is also a coordinator of a society for human resource department managers at the Institute of Management Studies.

Satoru Watanabe

(Innovation consultant and experienced entrepreneur)

As an innovation consultant, he has translated and introduced leading international innovation methodologies to Japan, including Customer Development by Steve Blank and Business Model Navigator by Oliver Gassmann and others.



Satoru is the CEO and founder of Maximize, Inc, an international IT consulting firm, and has more than 20 years of experience assisting international software companies with their market entry and growth in Japan. At Maximize, he led the Japan business development efforts of various enterprise software companies, including UShareSoft, Browsium, and WaveMaker.

Satoru started his career with Mitsubishi Corporation, where he launched the Japan operations of foreign software companies including Centura, Forte, and Allaire. Prior to founding Maximize, he was senior analyst at Trans Cosmos USA, Inc, where he sourced and evaluated early stage companies and solutions for investment. Satoru holds a Master's Degree from Yale University and a Bachelor's Degree from the University of Tokyo.

行程安排

WASEDA-EDGE Entrepreneurship Winter Program Schedule

2019年1月25日 — 2月3日

January 25, 2019 — February 3, 2019

月日	09:50-10:00	10:00-12:00	Lunch	13:15-15:15	15:30-17:00
Fri.		Landing in Japan			
Sat.		Trip around Tokyo		Trip around Tokyo	
Sun.		Company field work		Free activities	
Mon.	Welcome Remarks	Waseda Campus Tour		Introduction to WASEDA-EDGE Program Lecture 1: Entrepreneurship	Group Work (发表准备)
Tues.	Orientation & Short Coaching	Lecture2 Developing communication skill and team work by Coaching		Lecture3 Business Model Innovation	Group Work (发表准备)
Wed.	Orientation & Short Coaching	Lecture4 Business Model Innovation		Lecture5 Business Model Innovation	Group Work (发表准备)
Thur.	Orientation & Short Coaching	Lecture 6 Big Data		Lecture 7 Talks by Entrepreneurs	Group Work (发表准备)
Fri.	Orientation & Short Coaching	Presentation		Presentation/Feedback	Closing Ceremony
Sat.		Free activities		Free activities	
Sun.		Back to China			

※以上行程由以往行程综合定制，不排除根据当地的客观情况，存在变动的可能性。

※以上课程内容及上课时间根据上期项目制定，实际信息以当期校方安排为准。

Enhancing Development of Global Entrepreneur Program

2019 年冬早稻田大学国际化创业人才推进项目

行程时间

2019 年 1 月 25 日 — 2 月 3 日

报名截止时间

2018 年 11 月 30 日

项目费用

302700 日元（约 18360 人民币）

*以上日元对人民币汇率仅供参考, 请以当日银行官方价格为准

项目费用包括

- 项目报名费
- 早稻田大学学费及接待费
- 签证邀请函制作费及国际邮寄费
- 海外意外保险费
- 全程住宿费
- 机场接送费
- 上课往返交通费
- 欢迎会餐费

项目费用不包括

- 往返日本的国际机票（原则上统一订票）
- 个人护照及日本签证办理费
- 国际行李超重费
- 在日期期间的餐费
- 私人活动交通费和个人费用
- 以及其他“包括费用”以外的费用

接送机指定机场：东京成田或羽田机场。

接机指定时间：1 月 25 日（11:00—16:00）指定时间外到达的同学需自行前往住宿地点。

※以上行程由以往行程综合定制，不排除根据当地的客观情况，存在变动的可能性。



Enhancing Development of Global Entrepreneur Program

2019 年冬早稻田大学国际化创业人才推进项目

● 申请条件

1. 中国在校大学生
2. 英语 CET6 级以上或能理解英文授课的等同能力；
3. 能够且必须提供本人的真实资料，
如有拒签记录等特殊情况需如实告知
4. 身体健康，有良好的精神面貌

● 报名流程

1. 报名提交电子版报名表至本校相关部门，并尽快办理护照
2. 或直接将申请表格发送至 duanqi@xf-world.org
3. 在 2 个工作日之内工作人员通过电话确认个人信息，并对申请者进行初选。
4. 通过初选的申请，缴纳项目费用
5. 指导办理签证
6. 购买国际机票（一般统一购买）
7. 行前准备
8. 出发

● 联系方式

1. 关于报考、签证手续及项目详情，请咨询：
上海 Tel：021-5566-1085；北京 Tel：010-8069-8501；广州 Tel：020-3826-2404
报名邮箱：duanqi@xf-world.org
2. 关于院校推荐名额请咨询各指定校外事处、各院系或其他学校指定部门
3. 报名表请见附件



Enhancing Development of Global Entrepreneur Program

2019 年冬早稻田大学国际化创业人才推进项目

项目申请表

个人信息					
*姓名		*性别		*汉语拼音（大写）	<请确保所填拼音与护照信息一致>
*出生日期	<请确保所填生日与护照信息一致>		民族		*户口所在地
*身份证号			*身份证有效期		
*出生地	<请确保所填信息与护照一致>		*GPA 成绩		
联系方式					
<请尽量详尽地填写 以便于我们与你取得联系！>					
*通讯地址	<请填写能够接收快递的地址 以便于在签证办理阶段邮寄材料>			邮政编码	
*手机号码		*家庭电话		宿舍电话	
*E-mail				*QQ 号码	
学习情况					
<请尽量详尽地填写 有助于通过全国范围内的选拔>					
*就读学校			*所在院系		
*专业	() 年级		*学 历	<填写提示：专/本/硕/博>	
担任职务			*英语水平		
奖惩情况					
出入境情况					
<无护照者 请配合于报名后尽快办理；护照有效期不满半年者，请配合尽快办理延期手续！>					
是否持有护照		*护照号码		*护照有效期	<精确至年月日>
*出入境记录		*拒签史及理由		*护照签发地	
*项目为必填内容，请务必确保所有信息真实有效				本人签名	

报名邮箱：duanqi@xf-world.org