

## Management Theory of New Business

2 units (selection)

Vice chairperson of School Affairs Committee , Faculty of Engineering / FACULTY OF ENGINEERING

First-line men with experience of practical business · PART-TIME LECTURER

**Target)** New business is the word which means the business to make the most of technical knowledge, technology, the new idea and which is developed creatively, and that main bearer is the enterprise called a venture. There is a purpose of this class in providing the knowledge which is necessary, and know-how and a spirit so that a taking lecture student may establish a venture business.

**Outline)** 活力ある日本社会の再生が求められている。こうした要請を受け、政府は平成14～16年度にかけて「大学発ベンチャー3年1000社計画」を実施し、その目標はほぼ達成されたが、今後も継続的に起業家教育を推進していくことの重要性には変わりはない。この授業は、こうした認識にもとづいて、徳島県及び財団法人とくしま産業振興機構が支援して開設された『とくしま経営塾「平成長久館」起業力養成講座』である。

**Requirement)** The person whom the one with the classroom is constructed by the class start time in the person who doesn't learn the unit of "Introduction to new business" in the college, and a group are organized, and it is limited to the person with the intention to make a business plan, and taking lecture is recognized.

**Notice)** Being late and a whisper in class should be prohibited strictly. Be careful over and again because it should dispose of exit and future taking lecture may not be recognized when it is wicked.

**Goal)** Learning of the necessary knowledge to establish venture business, and the ability which can make a business plan.

### Schedule)

1. Guidance
2. What is the new business?
3. Keynote lecture
4. Theory of a stand-alone version venture success
5. The law knowledge which is necessary for entrepreneur
6. Fund-raising and capital policy
7. Indirect finance
8. Direct finance
9. The basis of the company management
10. The elementary knowledge of the business accounting

11. The point of the business plan preparation

12. Management strategy and marketing

13. Product development and intellectual property

14. Business plan preparation practice

15. Examination

16. Business plan announcement meeting

**Evaluation Criteria)** It is evaluated by the presentation (40%) of the written examination (60%) and the business plan. And, the presentation of the written examination and the business plan is decided to be recognized only for the taking lecture student who attended it for 2/3 and more of the classes that it is opened.

**Textbook)** The summary is distributed every time.

**Reference)** Several are introduced in the school hours.

**Contents)** <http://cms.db.tokushima-u.ac.jp/cgi-bin/toURL?EID=216804>

**Student)** The person who hasn't learned the unit of the new business outline that it is opened with this learning in all the students enrolled in the graduate school yet is made the target. The number of completion people may be restricted in the method such as a lottery in case of a taking lecture applicant many. As for the details, an applicant for taking lecture is to follow those directions because the notice which showed attention in taking lecture is done.

### Contact)

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**Note)** The man of business that it is active in the forefront every time, and an adviser are invited as an instructor, and working knowledge is provided for theory plus practice in this class from the specialist's position. This class is the thing which is useful enough even if it is taken to the person who aims at a general enterprise and a laboratory, the employment to the self-governing body and so on.