

## §24. Private Tutoring Academy KENZAIJUKU of The Second Was Held

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The tutoring academy named “KENZAIJUKU” was established in 2005. It is a unique program for the educations promoting experts for managers who recognize the technology and for engineers who understand the management as well. This academy provided an opportunity to discern the core competence of the enterprises that each academy participant belongs to. The lectures, the trainings for discussions and debating will be given in the short but concentrated period. The school is so to say essence of MBA program that was proposed by Dr. Hiroaki Yanagida, who was the professor emeritus of the University of Tokyo, It was promoted by Gifu prefectural government under the aggressive support by NIFS that offered all the necessary facilities including the lecture rooms and guest houses. As for the biggest characteristics, participants can associate with the lecturers of this academy in the time zone except for the regular class as well by camping for training.

The operations was coordinated on the non-profit base by the staffs of Mr. Tsurayuki Kado, Masao, Ymada and Professor Kazuo Kawahata . The most part of this academy participant was the manager of new business industry or active as a backbone of the enterprise. Or, it participated on the second generation managers of the family partnership as well.

The first trial was done under the main lecture themes in such cases as bold plan of the business growth which stared a change in the market and the training of the way of making use of the plan technique of the management strategy, a problem-solving ability and new material and new technology, the presentation technique of new products.

The second KENZAIJUKU was held from August 24 to the 26 and from September 2 to 3 in

total 5 days at NIFS. Twenty people joined the academy with the minor pick form, Main curriculum and lecturers at this academy were as the following.

### **i) The first day**

[Kick off keynote lecture] Hiroaki Yanagida (professor emeritus of the University of Tokyo). [7 articles that creates 100% hit product], Noriaki Kanda (Meiji University Professor).

### **ii) The second day**

[What is common to the president in the enterprise which continues the growth in the unfavorable wind], Michiaki Nishiura, (Attax Group). [Four instructions and five lessons of the marketing], Takanobu Oikawa (MT and Company). [Case study group work](coordinators & lecturers).

### **iii) The third day**

[Hit products case research], Masao Yamada (Coordinator).[The verification of the core competence], Tsurayuki Kado (Coordinator).

### **vi) The fourth day**

[An ultimate presentation technique], Masao Yamada (Coordinator). [As for the idea to make the articles to sell], Kuniharu Kondo (Chubu Economic Federation). [The manufacturing innovation of a period of computerization based on Toyota production form.], Megumi Kuroiwa (Nagoya Institute of Technology, guest professor).

### **v) The fifth day**

[The knack of the good presentation of the impression], Satomi Sintani (Brain Farm director). [Core competence case study, presentation, evaluation],[The process which research is connected to the business from], Motoyasu Sato (director of Coordination Research Center, NIFS). [Core competence case study, presentation, evaluation], Masao Yamada (Coordinator) & Tsurayuki Kado (Coordinator).

The academy of the third term will be held in summer 2007.