

# The Program for Business Innovation by Information Technology (BIIT)



## To Improve the Efficiency and Effectiveness of Corporate Activities

9 - 22 July 2009 (Two weeks)

at AOTS's Tokyo Kenshu Center (TKC) (To be determined)

### Course Objectives

- To deepen participants' understanding of the strategic use of IT in business
- To help participants to establish new management practices using IT effectively

### Target Participants

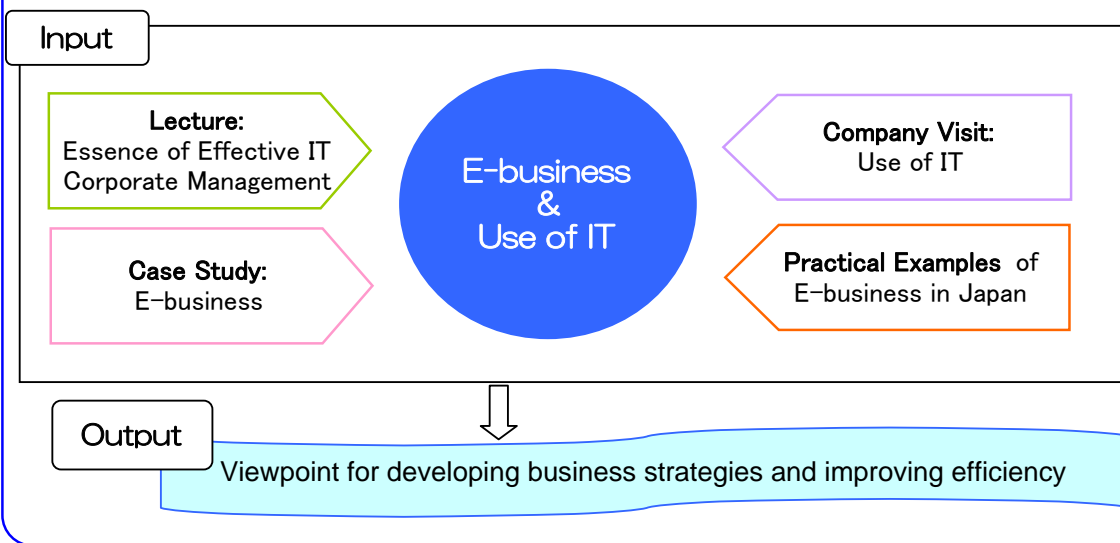
Middle to Senior Managers, Executives

### Language

All lectures and visits will be conducted in English or Japanese with translation into English.

### Course Features:

Comprehensive curriculum to learn E-business in Japan through Lectures, Case Studies, and Company Visits



**— Part of the participation expenses will be covered by subsidy from the Japanese government —**

Tentative Schedule		
Date	Morning Session	Afternoon Session
July 9 (Thu.)	Orientation/Opening	Lecture: Information Technology (IT) and Business Strategies Group Discussion: Summing up of pre-course assignments
10 (Fri.)	Case Study: E-commerce	Lecture: Use of IT for Efficient Corporate Management
13 (Mon.)	Lecture: Theory of Building an Information System	Lecture : Business Using the Internet -B2B
14 (Tue.)	Lecture: Practical Examples of IT Utilization in Japanese Small and Medium-sized Companies - 1	Lecture: Practical Examples of IT Utilization in Japanese Small and Medium-sized Companies - 2
15 (Wed.)	Study Tour	VISIT: Use of IT at a Japanese Company
16 (Thu.)		VISIT: Use of IT in the Service Industry
		VISIT: E-Business in Japan
17 (Fri.)		VISIT: Use of IT at a Japanese Manufacturing Company
20 (Mon.)	Lecture: Mobile Business -B2C (business to customer trading)	Visit: E-marketing Company
21 (Tue.)	Case Study: A Company in the Electronics Industry	
22 (Wed.)	Final Report Presentation	Evaluation of the Program/ Closing Ceremony

Visit [http://www.aots.or.jp/eng/t\\_prg\\_j/management/fy/2009/management.html](http://www.aots.or.jp/eng/t_prg_j/management/fy/2009/management.html) for the Program Outline and Participation Requirements

Acceptance of applications: from **21 January 2009** **Closing date for application: March 21, 2009**

(Applications may be accepted even after this date if places are still available.)