



The Program for Business Innovation by Information Technology (BIIT)

To Improve the Efficiency and Effectiveness of Corporate Activities

7 - 20 July 2010 (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 expand the capability to reform their business processes by using IT effectively.

Target Participants

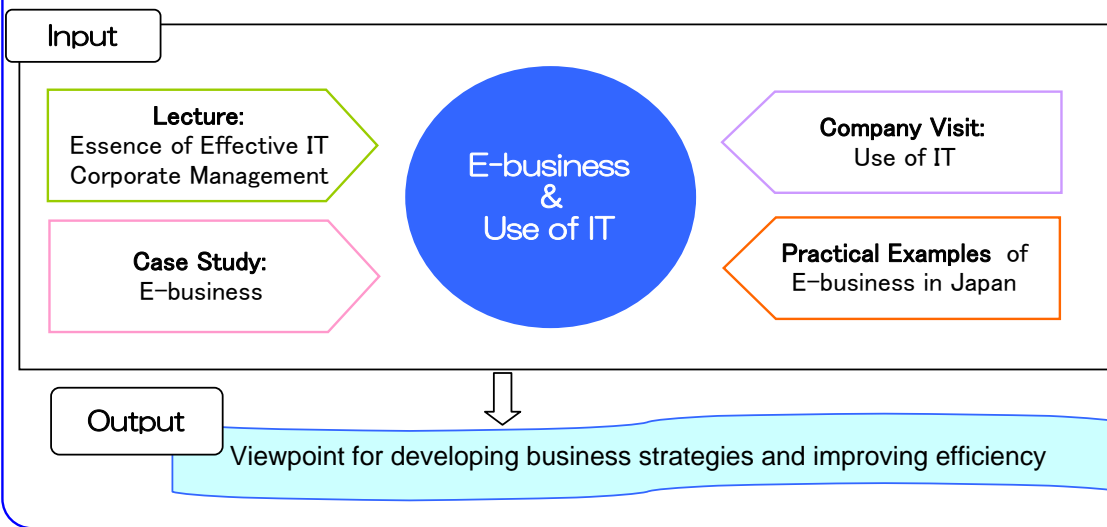
Middle to Senior Managers, Executives

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
Jul. 7 (Wed.)	Orientation/Opening	Lecture: Information Technology (IT) and Business Strategies Group Discussion: Summing up of pre-course assignments
8 (Thu.)	Case Study : E-commerce	Lecture: Use of IT for Efficient Corporate Management - Production information systems
9 (Fri.)	Lecture: Theory of Building an Information System	Company Visit: Use of IT in the Service Industry
12 (Mon.)	Lecture: Mobile Business	Company Visit: E-marketing
13 (Tue.)	Lecture : Business Using the Internet -B2B (Business to Business Trading)	Company Visit: E-Business in Japan
14 (Wed.)	Lecture:IT Management that Leads SMEs to Leapfrog the Competition	Lecture: Practical Examples of IT Utilization in Japanese SMEs
15 (Thu.)	Study Tour	Company Visit: Use of IT at a Japanese Company
16 (Fri.)		Company Visit: Use of IT at a Japanese Manufacturing Company
19 (Mon.)	Case Study : A Company in the Electronics Industry	
20 (Tue.)	Final Report Presentation	Final Report Presentation

Visit http://www.aots.or.jp/eng/t_prg_j/management/fy/2010/management.html for the Program Outline and Participation Requirements

Closing date for application: April 5, 2010

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