

GNAM | Global Network for Advanced Management  
MBA GNW | Global Network Week | MARCH 14-18, 2022

Tokyo Program

# INNOVATION X SERVICE | *OMOTENASHI* 3.0

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The Global Knowledge Hub in Tokyo

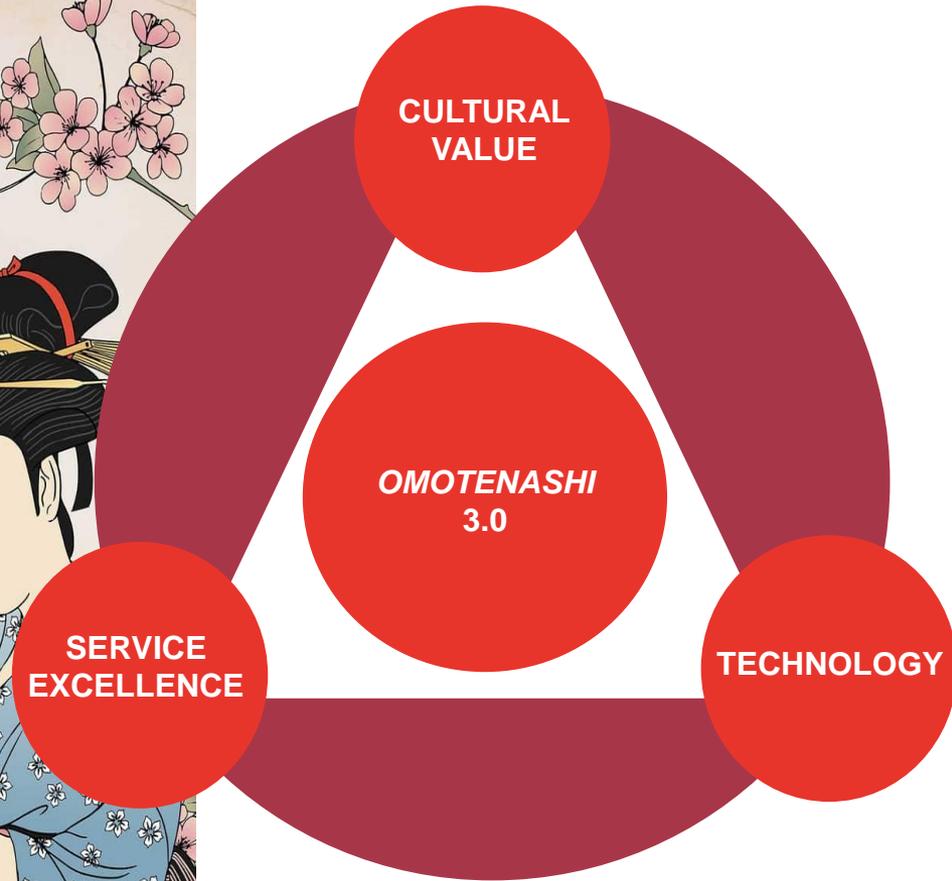
2022 GNW TOKYO is designed for MBA students to learn the mindset and best practices of service management in Japan.

You will have the access to: 1) the behind the scenes of service deliveries in Japan, and 2) lectures and live discussion sessions with the managers from the leading companies in Japan.

We are looking forward to virtually guide you to the world of *Omotenashi!*

# THEME | *OMOTENASHI* 3.0

CULTURAL VALUE x SERVICE EXCELLENCE x TECHNOLOGY



<https://www.tokyoweekender.com/2020/03/japanese-words-we-cant-translate-is-omotenashi-really-japanese-hospitality/>

## Course Structure:

- **Synchronous Sessions (live):**  
Interactive lectures and discussions
- **Asynchronous Sessions:**  
Pre-recorded videos
- **Team-based reflections and discussions**

## Time Zone:

- **Synchronous sessions will be scheduled at 12 – 4 pm (Tokyo Time, Tentative)**

## Attendance

- **Attendance required for synchronous sessions**

## Certificate and Grading:

- **To receive a course completion certificate you need to fulfill: (1) attendance requirements and (2) receive a “pass” for assignments**
- **Details will be delivered on the first-day session**

## Course Materials:

- **All course materials will be posted via Hitotsubashi ICS learning platform CANVAS. You will be provided your personal ID to access the platform**
- **You will get the access to CANVAS two weeks prior to the GNW week**

## FOUNDATIONS: COUNTRY & CULTURE

Introduction to Japanese Culture  
“SA-DO” (Ways of Japanese Tea Ceremony)  
Service Management in Japan  
Japan and Digital Society

## COMPANY SESSIONS (Live)

Yamato Transportation  
Tessei  
OryLab

## FIELD VISITS (Live & Video)

Japanese Tea Ceremony  
Hoshinoya Tokyo  
Henna Hotel  
Traditional Sushi Bar and  
Conveyor Belt Sushi Restaurants

## FOUNDATIONS: CONCEPTS & FRAMEWORKS

*Omotenashi 3.0*

## Faculties in Charge:



### Satoko Suzuki

Associate Professor

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## Staffs in Charge:

### ICS MBA Office

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