

2018 Japanese-German Symposium
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Collaboration between University and Society, Business & Industry in Education



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Content of my talk

1. University's strategy
2. Activity of Iwate University
3. Summary

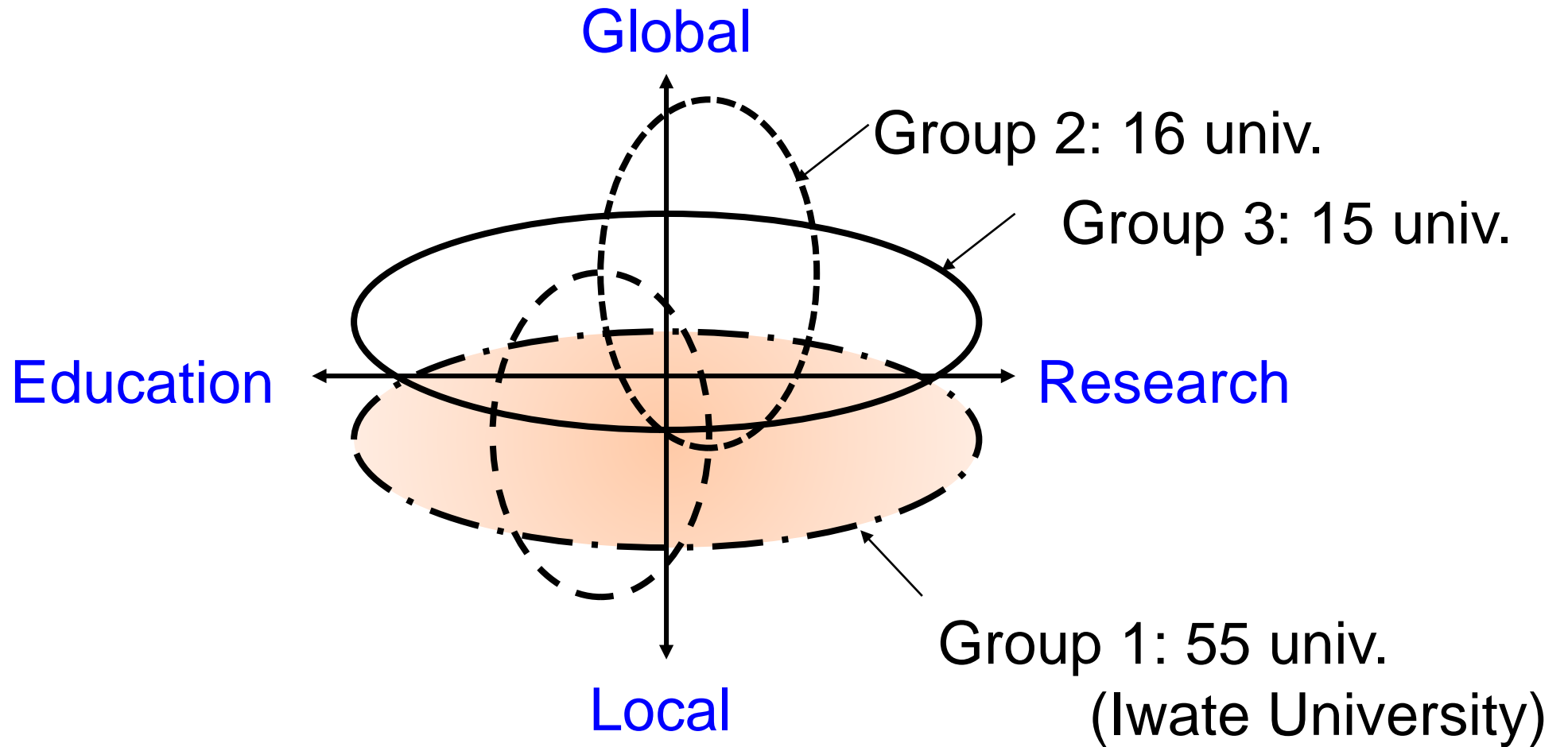
1. University's Strategy

Subjects of this session

- 1) How do we provide students with the opportunities to acquire **management skills** and an **entrepreneurial mindset**?
- 2) How do we best interlink subject-specific and general education?

➤ National universities was classified into three groups by intensifying the strategic function.

Standing point of National Universities



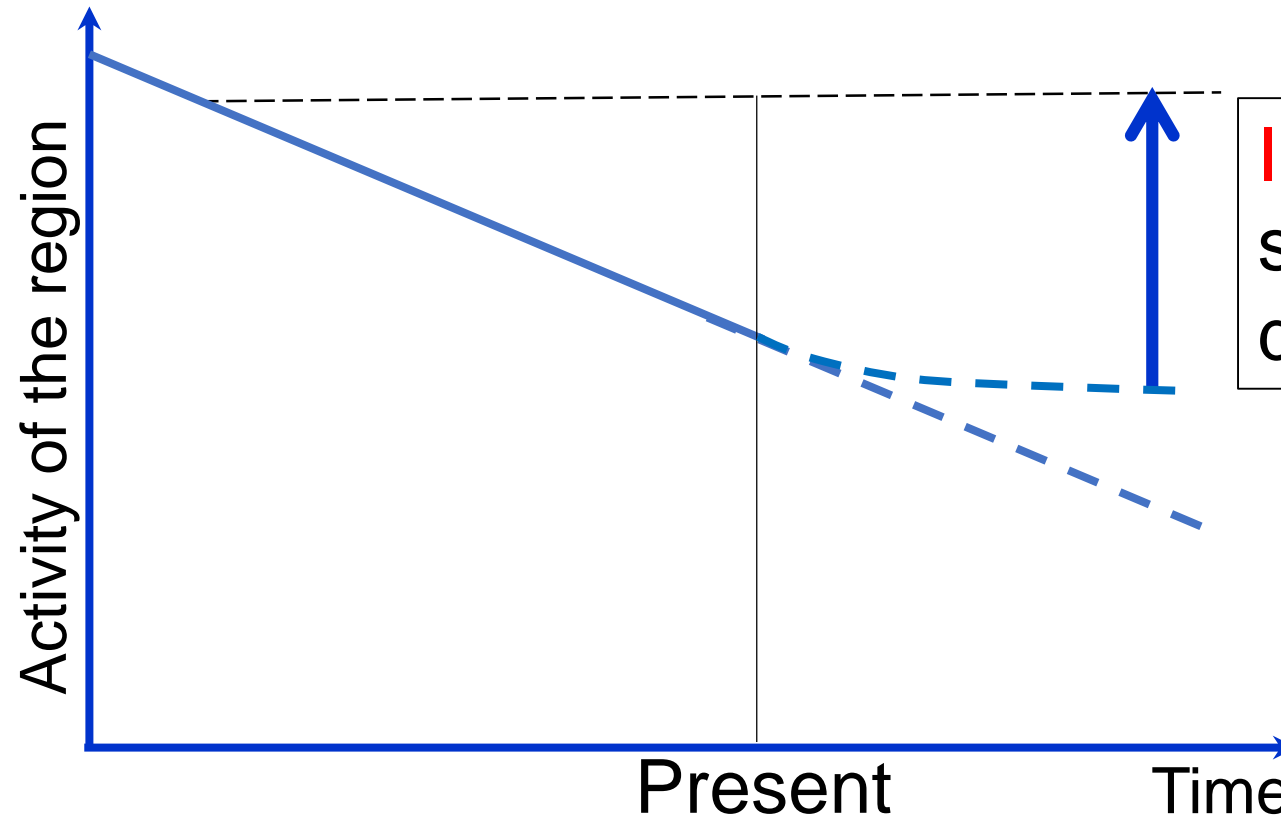
Each university has different strategy

General problems of local area over Japan

- Decrease in population
- Ageing of the residence



Activity decrease
in the region

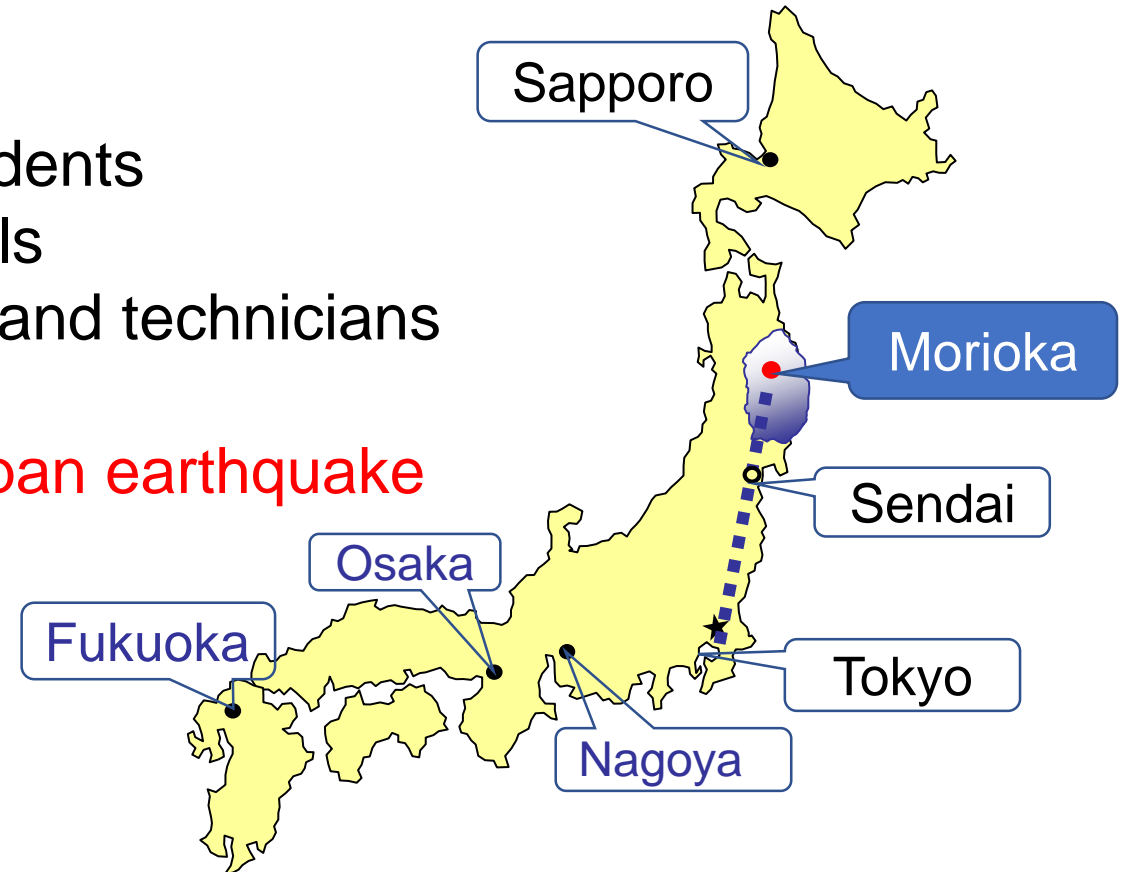


Innovation for
sustainable
development

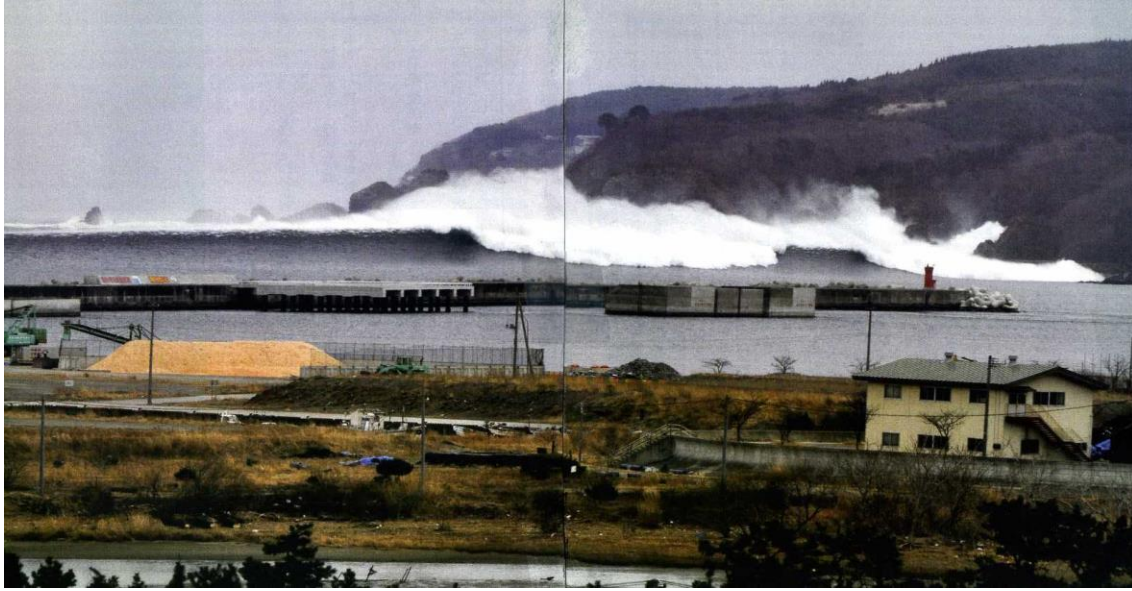
- Human cultivation
for new business
- New technology

Outline and Characteristics of Iwate university

- Middle scale
 - 5500 graduate and undergraduate students
 - Four faculties and five graduate schools
 - 400 faculty members and 300 officers and technicians
- Compacted one campus
- Reconstruction activity after **the east Japan earthquake and tsunami disaster on March 11, 2011**
- More than 100 years since foundation
- ✓ Good nature with clear four seasons
- ✓ Convenient/ Transportation
- ✓ Morioka where is a historical, not big (300,000 resident) and not busy capital city in Iwate Prefecture



The East Japan Earthquake and Tsunami Disaster on March 11, 2011



2. Activity of Iwate University

Preferential policy of Iwate Prefecture is the reconstruction of safety city, job creation and QOL.

What is **the role of university** after the disaster?

The action of reconstruction with all university power of staff and students.

Two necessary conditions for Regional innovation

- **new technology** as the outcome of the research
- **human resources** as the leader

We want students
to retain in Iwate after the graduation

Collaborative education with people in region

- to understand the current condition of Iwate
- to contact to the societies outside the campus

for creation of new attractive jobs.

COC* and COC+ project by MEXT

Policy for local universities to collaborate with people in regions

COC: 76 universities (2013-2017)

COC+: 42 regions (2015-2019)

* Center of community



Iwate University

the programs for regional innovation

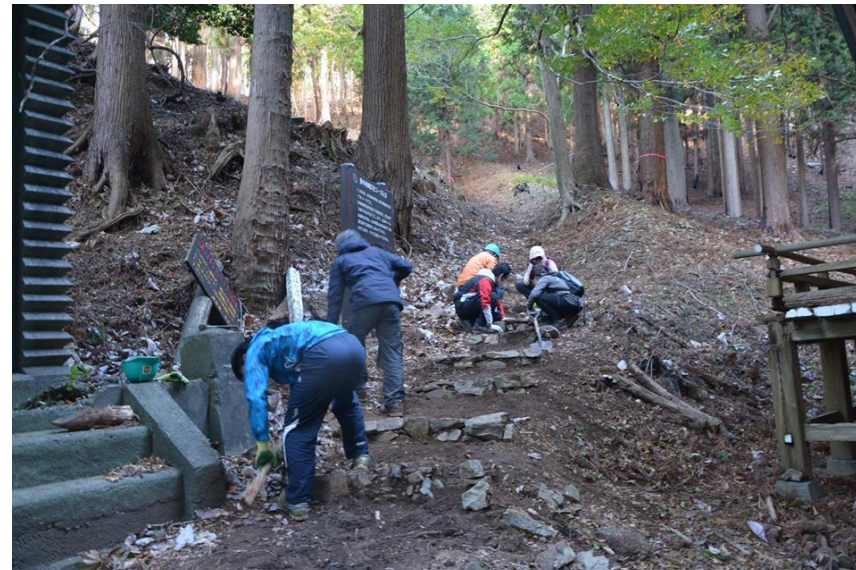
- Internship from one week to six months
- PBL on new business
- Job-shadow for management
- Campus company

PBL on Destination Management/ Tourism

Hearing on
the history



Repair the
foot path



By K. Yamamoto Lab. in Osaki, Kamaishi-city

Campus company program for business training

President: Supervisor (Professor or Assoc. professor)

Employees: 5 to 10 students (Graduated & undergraduate)

Item: Products and service using the research potential

Financial support by the faculty: ¥ 0.5million per company a year

12 companies was accepted in 2017

Morito



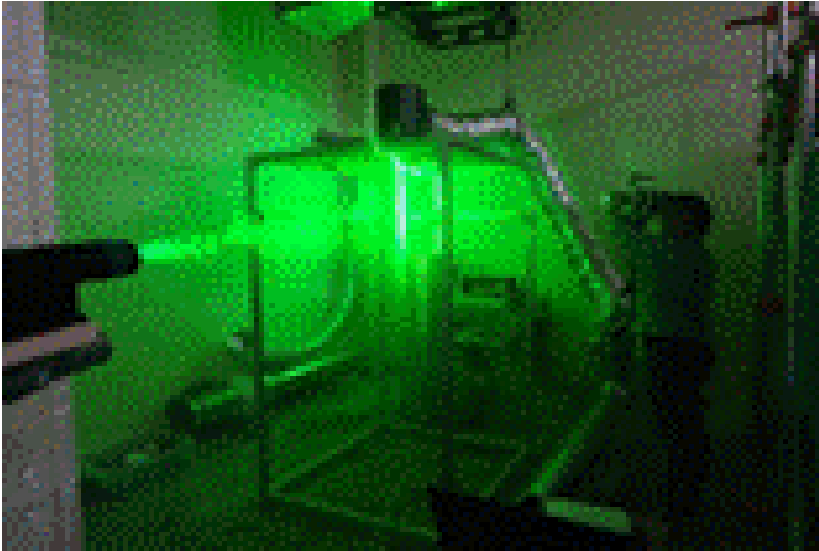
Wooden plate using cut woods in campus and laser machining

Anonas Lighting



LED light using polished ear shell

Kozukata Aviation & Space Lab.



Analysis **service** of gas stream



MMM

Restoration of ancient buildings using digital data & **3D-printer**



iFive

Application **software** development for campus information related to classes and events

Entrepreneurial mindset program

“Kibosta” entrepreneur school by COC+ program



Orientation



Field study



Discussion on business model

- Active entrepreneurs in Iwate give the theme to each group, and advise the business model proposed.
- About 20 students join this program and are distributed in six teams.

Curriculum related to entrepreneur mindset

- Management of technology
- Introduction to entrepreneurship
- Entrepreneurship practicum for fishery
- ESD through local businesses
- Career design/ why and how do you work?

Collaborative lecture between faculty members and experts in business et.al.

4. Summary

- Each university has own strategy depending on regional state.
- The university is responsible for contributing the recovery activity in regional innovation.
- Not only technology, but also leaders with entrepreneurship is necessary to promote the regional activity.
- We offer students the relative subjects and practical experiences.

Thank you for your attention!