

Case Study of ATU-Net Entrepreneurship Online Mobility Program

Hiroyuki Ishizaki
Visiting Professor, SIT
Director, Malaysia Office



Cebu Technological University



Universiti Teknikal Malaysia Melaka

UTeM



UiTM



UNIVERSITI
TEKNOLOGI
MARA

Universiti Teknologi MARA
Indonesia

Universitas Telkom



Papua Niugini

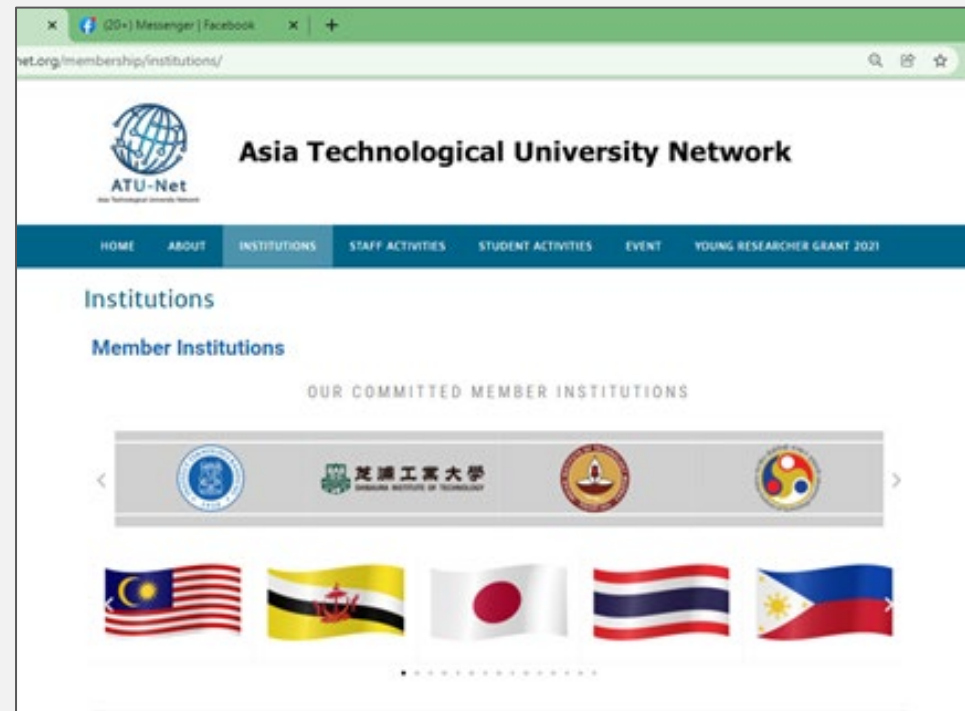
Hiro Ishizaki:

- ❑ Visiting Professor, Shibaura Institute of Technology (SIT), Japan
- ❑ Living and working in Kuala Lumpur since 2014
- ❑ Committee Chair of ATU-Net Mobility Special Interest Group (SIG)
- ❑ Organizing 2 collaborative programs;
Virtual Asia Exploration (VAx) program and Entrepreneurship.

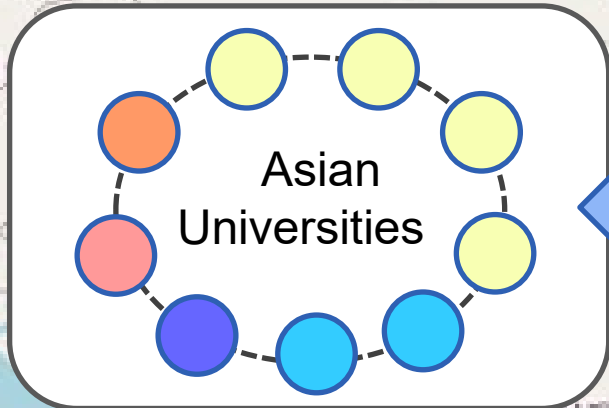


ATU-Net

- ❑ Asian Technological University Network (ATU-Net) consists of 44 member educational institutes throughout Asia.
- ❑ Facilitating collaborations through;
 - Student global mobility programs,
 - Academic research & publication, and
 - Industry & Business
- ❑ SIT is only one Japanese school among members.



Needs in the Real World



Online Study Program 1: VAX

VIRTUAL ASIA EXPLORATION (VAX)

Equivalent to 2 Credits*

27 May - 26 August 2021

<p>May 27 Introduction</p> <ul style="list-style-type: none"> Learning Objectives / Expected Outcomes Overview of the history and cultural/scientific development in Asia 	<p>Jun 3, 10 Universiti Malaysia Perlis, Malaysia</p> <ul style="list-style-type: none"> Malaysian Culture and History: A Northern Region Focus Evolution of Robots: History and Malaysia's Current Perspective
<p>Jul 1, 8 Universiti Malaysia Terengganu, Malaysia</p> <ul style="list-style-type: none"> Malaysian Culture and History: an Eastern Region Focus Electric Power: how 'power' is it? 	<p>Jun 17, 24 Cebu Technological University, Philippines</p> <ul style="list-style-type: none"> Culture & history of The Philippines Innovative Technology for Sustainability
<p>Jul 15, 22 King Mongkut's University of Technology Thonburi, Thailand</p> <ul style="list-style-type: none"> Culture & history of Thailand Technology & Engineering in Thailand (TBA) 	<p>Jul 29 Aug 5 Institut Teknologi Sepuluh Nopember, Indonesia</p> <ul style="list-style-type: none"> Technology for Smart City Virtual Surabaya City Tour Fun Indonesian Language & Traditional Dance
<p>Aug 26 Summary & Final Presentation</p> <ul style="list-style-type: none"> Wrap up & review Group presentation 	<p>Aug 12, 19 Shibaura Institute of Technology, Japan</p> <ul style="list-style-type: none"> Culture & History of Japan. Introduction of SIT Application of Electronic Information Systems to Social Issues

<p>Deadline Extended 14 May 2021</p>	<p>Types of Course</p> <p>1) Course for Certificate of Completion & Transcript (Up to 96 participants)</p> <p>2) Course for Certificate of Attendance (Up to 204 participants)</p>	<p>Syllabus & Further Information bit.ly/Promotional-Material-VAX</p>	<p>Benefits</p> <ul style="list-style-type: none"> Certificates** Transcripts** International Networking
<p>Eligibility Open for university students under ATU Net***</p>	<p>Register Here bit.ly/Registration-VAX</p>	<p>Contact Us Ms. Yani at int_off@its.ac.id</p>	

* Credit transfer depends on the policy of each home university
 ** Term & condition apply. Please kindly refer to the syllabus for further information.
 *** Check the list of member institutions at <http://atunet.org/membership/institutions/>

- 2 hrs. x 14 weeks
- More than 10 lecturers from 5 countries/6 universities
- The Philippines, Japan, Malaysia, Indonesia, Thailand
- Providing multicultural exposures through lectures & group discussions
- Certificates
- 2 credits equivalent

Online Study Programs 2: Entrepreneurship

ASIA TECHNOLOGY UNIVERSITY NETWORK

UTeM UTM Telkom University 英理工業大学

4th September – 11th December 2021

08:00-10:00 (Indonesia/Thailand)
09:00-11:00 (Malaysia/Philippines)
10:00-12:00 (Japan)

BENEFITS

1. Certificate of Attendance: Participants with 80% attendance will receive a certificate of attendance from ATU-net regardless of the completion of assignments and final presentation.

2. Certificate of Completion and Transcript: Participants with more than 80% attendance and satisfaction of all assessment methods will receive a certificate of completion and transcript from ATU-net. It is decided by each home university whether it will be transferred to their own credit or not.

ENTREPRENEURSHIP ONLINE MOBILITY PROGRAM

Link For Registration: <http://bit.ly/reg-ATUNET>

WEEKLY SCHEDULE

04/09/2021	30/10/2021
1 UTeM (Malaysia) Introduction to Entrepreneurship and Business environment	8 Telkom University (Indonesia) Operational Management for business start-ups
11/09/2021	06/11/2021
2 UTeM (Malaysia) Ideation and Business Model Canvas	9 Telkom University (Indonesia) Financial Planning for business start-ups
18/09/2021	13/11/2021
3 Telkom University (Indonesia) Forms of Business Ownership	10 UTM (Malaysia) Financial Planning for business start-ups
25/09/2021	20/11/2021
4 UTM (Malaysia) Marketing Planning for Business Start-ups – Part 1	11 CTU (Philippines) Sources of Financing: Equity and Debt
02/10/2021	27/11/2021
5 UTeM (Malaysia) Marketing Planning and Business Start-ups – Part 2	12 CTU (Philippines) Choosing the Right Location
09/10/2021	04/12/2021
6 Telkom University (Indonesia) Forms of Business Ownership	13 SIT (Japan) Global aspects of entrepreneurship
16/10/2021	11/12/2021
7 SIT (Japan) Project management for digital entrepreneurship	14 (Together) Presentation

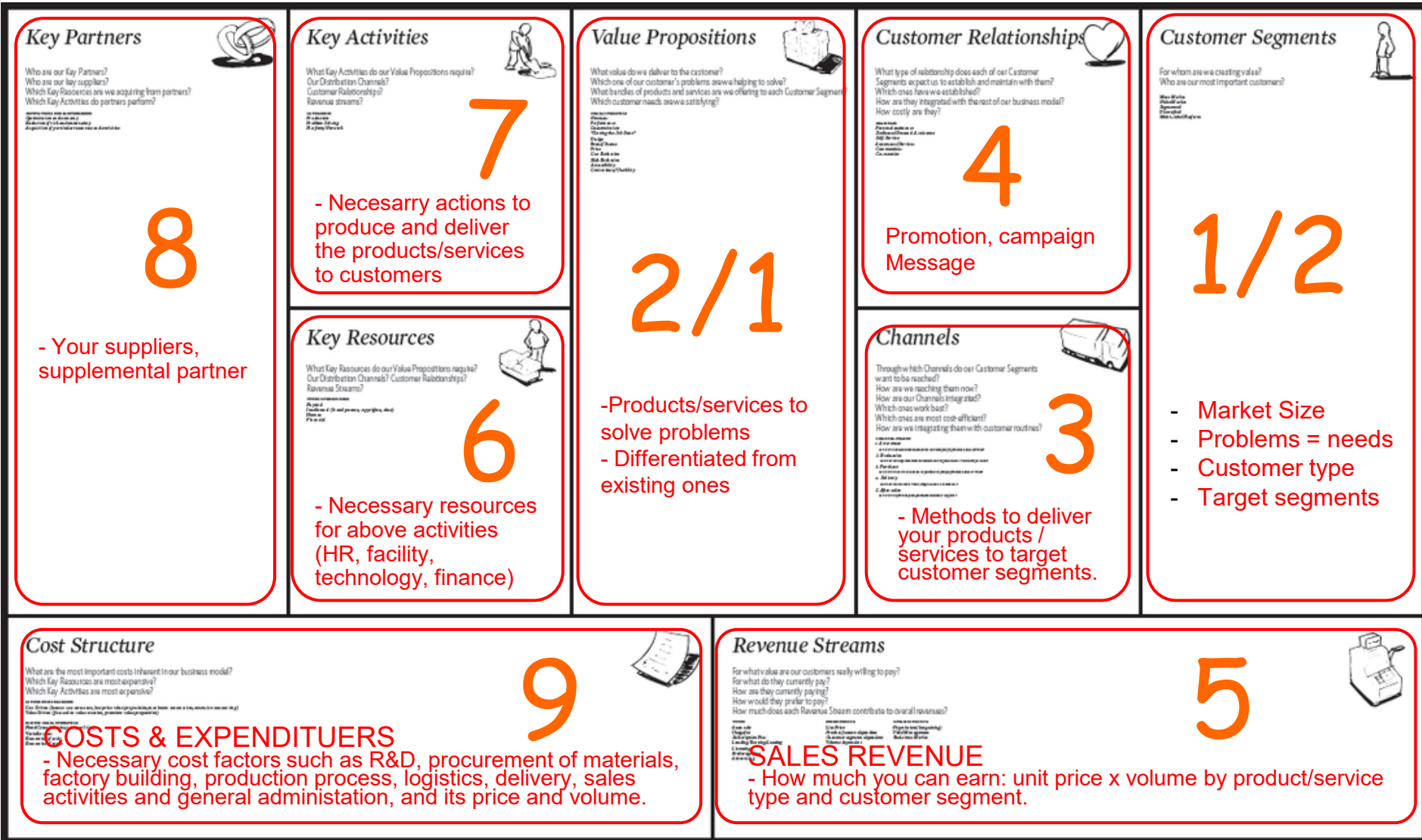
CONTACT FOR TEACHING TEAM

NAME	EMAIL	CONTACT NO
1. Dr. Atiqah binti Sufian (UTeM)	1. atiqah@utem.edu.my	1. +60-14-2767646
2. Dr. Rozzana Binti Mohd Saif	2. rozana480@utm.edu.my	
3. Misa Indah Fajarwati	3. indah@io.telkomuniversity.ac.id	
4. Professor Dr. Ishizaki Hiroyuki	4. ishizaki.hiroyuki.n3@aic.shibaura-it.ac.jp	
5. Dr. Doris Gascon	5. internationalization@ctu.edu.ph	

CONTACT FOR PROGRAM INFORMATION:
Assoc. Prof. Dr. CHEW Boon Cheong (Program leader)
boonche@utm.edu.my

- ❑ 2 hrs. x 14 weeks
- ❑ More than 10 lecturers from 4 countries/5 universities
- ❑ The Philippines, Japan, Malaysia, Indonesia
- ❑ Simulation of business startup by international team
- ❑ lectures & group discussions
- ❑ Certificates

Business Model Canvas (BMC)



Participation from Industries

- ❑ Recommendable to middle managers and prospective expatriates
- ❑ SIT allocated 10 slots for GTI member companies
- ❑ 5 working professionals registered
- ❑ Admin. Staff of ATU-Net members also attended.

Testimonials

Mr. Lee Hunwoo
Bosch Corporation

Summary & Proposal

- ❑ This ATU-Net program offered another type of UI collaboration.
- ❑ New opportunity for recurrent education.
- ❑ If continued, these programs could be offered to industries again.

Virtual experience to work under the global settings





芝浦工業大學

SHIBAURA INSTITUTE OF TECHNOLOGY

**Thank You,
and
Hopefully See You Next March!**

Hiroyuki Ishizaki

Visiting Professor, SIT

ishizaki.hiroyuki.n3@sic.shibaura-it.ac.jp

+60-18-215-6751