

*College Friend Activity by hosted by the PM Academy of
Japan and French Graduate School*

Special Lectures invited to MBA Course by ESC Lille
Graduate School



*International Association of Project and Program Management
(IAP2M) headed by Dr. Kunio Yoshida, Energy and
Environmental Science Professor Emeritus of University of
Tokyo*

ESC Lille in France is known globally as a distinguished graduate school providing MBA course. Managing projects or program is one of the core subjects in its educational program. Dr. Christophe Bredillet, a head of the course and the faculty is active to take leadership of research, workshop, and education in this field. Students at the graduate school may enjoy the broad span and spectrum of project management framework prevailing in the world. P2M is the Japanese standard developed in 2000 by a team of scholars and professionals headed by Professor S. Ohara. Since he had presented the framework at the workshop at Lille in 2000, it has become an annual forum for introducing Japanese project management and its debate.



Expediting Reforms by Managing Projects

-How to Feed Creative Ideas into Business -

The agendum of program is selected by consensus between ESC Lille and the association of P2M organization. This year, the major agenda was focused on reforms by managing projects. Objectives of the educational program are underlined in the following:

- Introducing “IAP2M” the new academic research union.
- Explaining the topics of K“Kaikaku” (reforms) PM
- Outlining Latest France Japan Collaboration
- Referring to IT Project Governance and Supply Chain
- Introducing PM Applied Education at Osaka University

In the global environment of high tech competition, innovation has been the focal point of strategy how to feed creative ideas into business and a whole organization. Though innovation had been stressed for a last decade, its outcome had been observed little in implementation. So, the issue is how to achieve the new paradigm of corporate strategy into substantial practice today.

The lecture made by Professor T. Asada of Osaka University

Professor Takayuki Asada of Osaka University, an authority of cost accounting had introduced the successful case of CSR oriented project derivatives united by strategy formulation. One of the Japanese printer manufacturers had designed a certain architecture composed of marked excellent performance by project management adopting balanced scorecard and environmental accounting.

The lecture made by T. Taketomi , CEO of Corporate Intelligence Company

Professor Tametsugu Taketomi of Nippon Institute of University stressed a new scheme linked subsequently to business process how to renew the global supply chain by managing project as exhibited in the picture A. He has not only academic background at Sloan School of Management but also

professional experience working at American first class consulting companies. As one of professionals in ERP software leader at SAP, he lectured the new scheme for review and its implementation to build global supply chain by managing projects.

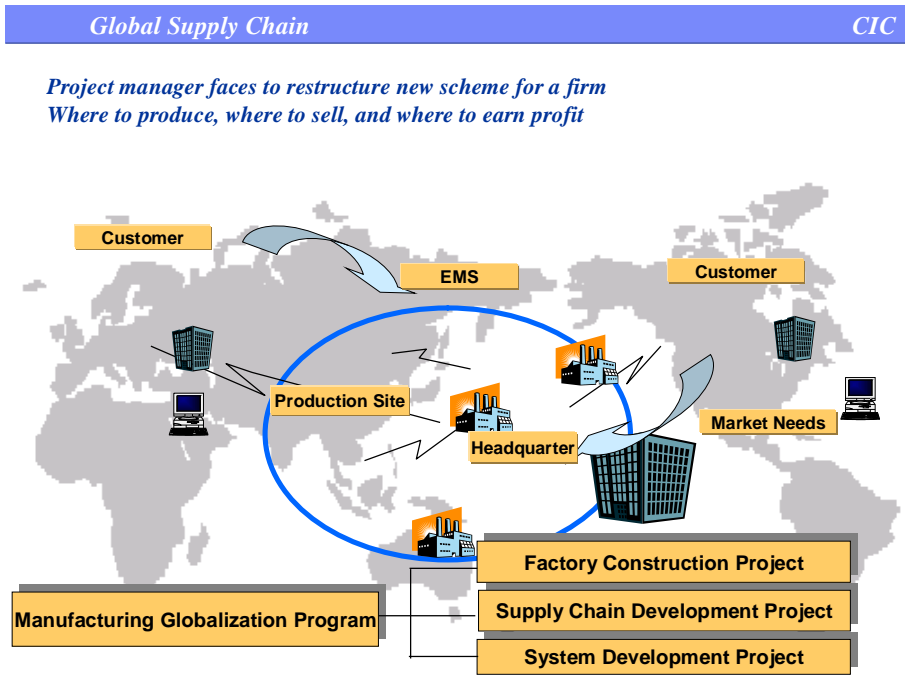


Exhibit A Global Supply Chain by Program Management

The lecture made by Professor S. Ohara , Graduate School of Nippon Institute of Technology

It is interesting to note that Prof. S. Ohara, the creator of *P2M* –Project management and program management, had broken his silence during these 5 years, and launched “*the fourth generation project management*”. The new paradigm is symbolized by KPM. K stands for “Kaikaku” or reform strategies to be formulated and implemented by the whole organization.

I am on the way of KPM

1 Ks symbolize *kaikaku, kaihatsu, kaizen*

These 3Ks are integral concepts for innovation. “**Kaikaku**” means strategic reforms by executives, and “**Kaihatsu**” signifies development accompanied by creativity of value in general. “**Kaizen**” is an incremental efforts for betterment. As a whole, 3Ks have been integrative & interactive concepts for broad innovation.

2 KPM Definition

KPM applies PM context and concept to the whole organization toward innovation in harmony so that all participants, partners, and stakeholders may share vision, mission, and their roles for creative actions in synergy.

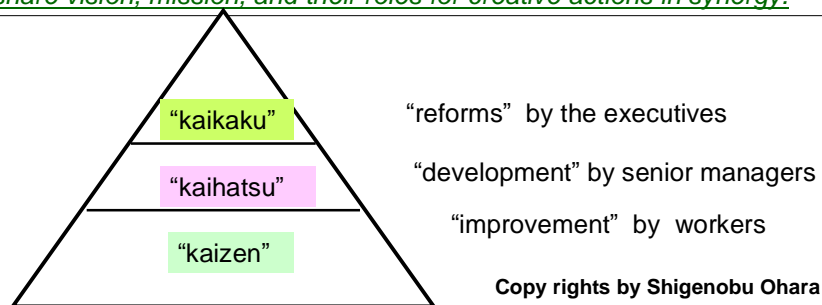


Exhibit B The fourth generation of KPM

It is neither the specific methodology for technical system nor partial optimization. According to Ohara, Japanese strength lies on the unique leadership of senior middle management, which plays a central role of linkage and coordination between the bottom and the top. “Kaizen” activity is well known as initiative of incremental improvements at work floor and front end solution facing to customers. In order to link the strategy context from the top, “Kaihatsu” is indispensable for practical development under the fuzzy instructions. It needs a professional sense of deep interpretation what it is meant by the top as well as know-how stocked at work floor level. Accordingly, Ohara proposes at different angle a unity of “Kakikaku”, “Kaihatsu” and “Kaizen” to be integrated in full organization. The basic framework is exhibited in B. The context of project management serves to drive senior managers to accountable thinking something like glue or adhesive of cross communication in terms of mentality, intellectual property, and incentives in the three layers of hierarchy organization. The book is on the schedule of publishing in early 2008. Managing 3Ks project integration thrives the company a frog leap outcome.