

<b>Course Title</b>
Agri-entrepreneurship and local revitalization
<b>Faculty</b>
Robert T. Huang Entrepreneurship Center of Kyushu University
<b>Credit</b>
2
<b>Time</b>
Friday, Period 2 (10:30-12:00)
<b>Class Room</b>
JTW class room, 1 <sup>st</sup> floor, Center 5th building
<b>Instructor</b>
Rika Terano, Ph.D. (Lecturer, Robert T.Huang Entrepreneurship Center of Kyushu University)
Contact: 6068, Email: terano@qrec.kyushu-u.ac.jp
<b>Office hour</b>
By appointment
<b>Course Description</b>
This course provides an opportunity for the enrolled students to understand the social agenda of Japan through agri-entrepreneurship (6 <sup>th</sup> industry) in Japan. Due to a trend in population decreasing and aging, there is a need for sixth-industrialization in the rural sector for sustainable development. Especially in the agribusiness field, many challenging issues have come from the main industry of the community and people living in the area have attempted to revitalize their economy and society. In the course, the enrolled students will engage in a part of the challenge they will find in the fieldwork currently planned in the Ito area and think of the solution together. A series of classes and fieldwork give emphasis on group work.
<b>Course Capacity</b>
Not specified
<b>Course Eligibility</b>
(1) JTW students (2) Kyushu University degree students (If there is enough capacity)
<b>Course Form</b>
(1) In-class lecture and group presentation (2) Off-campus fieldwork
<b>Course Objectives</b>
By attending this course, enrolled students will be expected to have the following four sets of learning objectives: This course attempts to (1) <b>Learn</b> about local community in general: <ul style="list-style-type: none"> <li>🌍 Basic concepts, policies applied, and real cases related to the local community for revitalization will be introduced, and</li> </ul>

- ✚ Group discussion will be often conducted to share a diverse understanding of meanings on the local community with cases among enrolled students.
- (2) **Be familiar** with agri-entrepreneurs business in the 6<sup>th</sup> industry of agriculture,
  - ✚ The role of the 6<sup>th</sup> industry in Japan which has played in contributing to the revitalization of the local community will be discussed, and
  - ✚ Successful cases from Japan will be introduced.
- (3) **Gain** a skill to conduct interview survey and analyze the outcome:
  - ✚ A basic understanding of the research methodology for the fieldwork will be provided in the course, and
  - ✚ Research framework including a statement of research questions, questionnaire design (if needed), and analysis of the survey will be a process with the on-site fieldwork and in-class lectures.
- (4) **Challenge** to think of solutions on issues of the local community:
  - ✚ Group discussion and presentation will be conducted with the outcome of the fieldwork and the solution to the students' discussion.

Keywords

Sixth industry, agribusiness, local revitalization

Course Schedule

1	5 April	Orientation/ice breaking/teambuilding
2	12 April	<p>What is the concept of the local community?            Regional challenges in the local community of Japan:            Rural revitalization and policy</p> <p>Assignment I: a case of the policy and brief introduction of your local community due date of the submission is on 19th April.</p>
3	19 April	<ol style="list-style-type: none"> <li>1. Review of 12 April for regional challenges              Discussion for regional challenges in abroad (based on assignment I) in the group and sharing own insights with others</li> <li>2. The concept of agri-entrepreneurs as an engine of revitalization</li> <li>3. Understanding of agri-entrepreneurship for regional revitalization</li> </ol> <p>Preparation for next class I: Reading a few newspapers articles-the JapanTimes related to Itoshima the community development and the recent trend before next class and drop a line to share</p>
4	26 April	No class
5	10 May	<p>Let's learn about Itoshima!</p> <ol style="list-style-type: none"> <li>1. Briefing of history, economy, population, and industry</li> </ol>

		<p>2. What are the regional challenges in Itoshima (preparing for next week)</p> <p>3. Examples of value-added activity in agriculture: sixth industry and Michi-no-Eki</p> <p>Preparation for next class II: Watch Itoshima videos tourism X Itoshima before the next class and drop a comment in SNS/M2B.</p>
6	17 May	<p>The regional challenge in Itoshima: a guest lecturer Itoshima city's attempts for local revitalization in agri-industry Presentation by Mr.Oka and group discussion</p> <p>Assignment II: a feedback essay on Mr. Oka presentation. Due date of the submission is on 17 March</p>
7	24 May	<p>Orientation for fieldwork What is fieldwork? How do we ask questions in the interview?</p> <ul style="list-style-type: none"> <li>-Purpose of our fieldwork</li> <li>-Schedule of the day</li> <li>-People we will meet in Itoshima</li> </ul> <p>Assignment III: Write down what do you want to know through the interview. The due date of the submission is on 24 May.</p>
8	31 <sup>th</sup> May	<p>Preparation for fieldwork in Itoshima How to design interviews?</p> <ul style="list-style-type: none"> <li>-Open questions or closed questions with questionnaire?</li> <li>-What do you want to ask in interviews to respondents including municipal officers, farmers, entrepreneurs in agri-industry</li> </ul> <p>Review today III: Read chapter 5 after "interview" sections of The Sage handbook of interview research: the complexity of the craft before the fieldwork.</p>
9	7 <sup>th</sup> June	No class
-	8 <sup>th</sup> June	On-site fieldwork
10	14 <sup>th</sup> June	<p>Summary of our fieldwork</p> <ul style="list-style-type: none"> <li>- Group discussion in-class:</li> <li>- Sharing stories of the fieldwork with own findings</li> </ul> <p>Assignment IV: Write down the local issues and start thinking of solutions. The due date of the submission is on 21<sup>st</sup> June.</p> <ul style="list-style-type: none"> <li>-collect group members' thoughts for local challenges</li> </ul>

		start to think of what we can do for solutions
11	21 <sup>st</sup> June	Problem-solving of in-class discussion
12	28 <sup>th</sup> June	No class
13	5 <sup>th</sup> July	Problem-solving of in-class discussion
14	12 <sup>th</sup> July	Final presentation (reflection among the students in class)
15	19 <sup>th</sup> July	Final presentation (presentation among the students and guests from Itoshima) ※Due date of an individual essay submission
*The schedule is subject to change due to the planning of on-site/off-campus fieldwork.		
<b>Course Text</b>		
Not specified text for this course. A handout will be distributed through M2B.		
<b>Reference Materials</b>		
<p>This course does not require the enrolled students to purchase any textbooks or books. Instead, the instructor will provide both research and newspaper articles as the reading materials to deepen understanding the contents of the class.</p> <ul style="list-style-type: none"> <li>• The instructor will hand out the articles in class as scheduled in the syllabus.</li> <li>• Enrolled Students are required to read each article a week before the class during assigned periods of time as scheduled.</li> </ul>		
<b>Course Policies</b>		
<p>This course requires that each enrolled student will participate in all of the following four sets of activities:</p> <p>(1) CLASS ATTENDANCE:</p> <ul style="list-style-type: none"> <li>• There are 12 class meetings and on-site fieldwork, all students are required to attend.</li> <li>• Class attendance will comprise 30% of the final course grade.</li> </ul> <p>(2) CLASS PARTICIPATION:</p> <ul style="list-style-type: none"> <li>• Enrolled students are required to attend all the class meetings and participate in the in-class activity and on-site fieldwork.</li> </ul> <p>(3) FINAL PRESENTATION:</p> <ul style="list-style-type: none"> <li>• This course requires all students to present the outcome of the research and own solutions as a team at the end of the first semester.</li> </ul> <p>(4) FINAL ESSAY SUBMISSION</p> <ul style="list-style-type: none"> <li>• The final due date of a research paper is due on the last class.</li> </ul>		
<b>Evaluation</b>		
<p>The evaluation of the course will be based on attendance, assignment submission, and presentation. Each evaluation point will be assigned as follows.</p> <ul style="list-style-type: none"> <li>- Class attendance 30%</li> </ul>		

- Fieldwork attendance 20%
- Performance of presentation (as a team and individual involvement) 20%
- Submission of assignment (Assignment I-IV as an individual) 30%

This course organizes as both in-class lectures and on-site fieldwork. Therefore, class attendance is mandatory. A student earns 50% as a final percentage total. As an outcome of the fieldwork and in-class discussion will be presented in the last class and the research paper and submit the research essay at the end of the semester.