

Testing the Effectiveness of Entrepreneurship Education at Musashino EMC: AI-Based Video Analysis

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In today's uncertain world, the ability to find pre-determined solutions is less important than the capacity to identify unresolved problems from new perspectives and build effective solutions. Entrepreneurship education programs are being developed considering current social conditions represented by VUCA (Volatility, Uncertainty, Complexity, Ambiguity).

Musashino EMC, opened in April 2021 as Japan's first 4-year undergraduate Entrepreneurship Department, aims to nurture entrepreneurship to "shape happiness in the world." Through hands-on curriculum, mentorship by practitioners, and dialogues with entrepreneurs, Musashino EMC strives to empower students to step boldly into the future.

This study quantitatively evaluates how students' skills, knowledge, mindset and self-understanding progressed at Japan's first Entrepreneurship Department using AI analysis of online 1-on-1 meetings between teachers and students. The significance lies in the novel target and methodology. Musashino EMC is the first "Entrepreneurship Department" in Japan, providing practical education by current practitioners to nurture entrepreneurial talent. The methodology utilizes AI video analysis by I'mbesideyou of 1-on-1 meetings to quantify students' development. We apply Global Entrepreneurship Monitor's framework of Attitudes, Activities and Aspirations to evaluate Musashino EMC's impact. Focusing on Active Score and Speech Speed as proxies for Aspiration and Attitude, this unprecedented analysis of an innovative program demonstrates the promise of entrepreneurship education in Japan.