

## ABEST21 eNEWS No.18, July 2010

### Reports from ABEST21

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- Having attended to the "Accreditation Plan" Seminar held in Singapore from May 24 to 26.
- Having attended to the "Self-Evaluation Report" Seminar held in Nagoya on May 26.
- Having held the "Accreditation" Orientation for Applicants at ABEST21 on May 28.
- Having attended the 7th meeting of "Management Human Resources Development Council" on May 31.

### ABEST21 Accreditation News

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#### • Holding of "Accreditation Plan" Seminar

From May 24 to 26, ABEST21 held an orientation on the accreditation standards and processes at SP Jain Center of Management in Singapore. SP Jain Center of Management was accepted as applicant of ABEST21 accreditation by the ABEST21 Board of Directors on March 5, 2010. In 2010 academic year, the School's "Accreditation Plan" for MBA program will be reviewed. ABEST21 Accreditation standards and processes were explained to the Accreditation Task Team of SP Jain Center of Management, followed by discussion on how to analyze the "Accreditation Plan" and how to activate the PDCA cycle in order to perform improvement tasks.



#### • Holding of "Self-Evaluation Report" Seminar

On Wednesday, May 26, 2010 at Nanzan University in Nagoya, ABEST21 accreditation seminar was held on preparation of "Self-Evaluation Report", which is the second stage of accreditation process. The seminar was targeted for two applicant schools, Graduate School of Business Administration, Nanzan University, and Graduate School of Management, Kyoto University. Representing ABEST21, Professor Masahiro HORIUCHI, the Chair of the Pre-Accreditation Committee, attended the seminar and explained the purpose of analysis on "Self-Evaluation Report", etc, followed by Q&A session. We believe that the seminar was useful to understand the significance of accreditation in creating future value, which is to enhance the quality of education by sorting out improvement tasks through gap analysis, and by preparing and practicing action plans to solve these issues.

#### • Holding of ABEST21 Accreditation Seminar

Accreditation Seminar was held on Friday, May 28, 2010 at ABEST21 Office for the prospective applicant business schools for accreditation in 2010 academic year. The top concern was the difference of accreditation method compared to other accreditation institutions. ABEST21 emphasized that the significance of accreditation is creation of future value, focusing on enhancement of education quality by sorting out improvement tasks in curricula, etc. through gap analysis and preparing and implementing action plans to solve these issues. Importance of evaluations based on the following perspectives was emphasized.

1) Global viewpoint

- 2) Extension of uniqueness
- 3) Running of PDCA cycle
- 4) Expertise in management
- 5) Peer review
- 6) Transparent and open to international society

• **Review on “Action Plan Progress Report”**

Progress reports on action plans for improvement tasks covering the period from April 1, 2009 to March 31, 2010 were submitted by the following business schools accredited in 2008 academic year, as of May 31, 2010: Graduate School of International Management, Aoyama Gakuin University, Graduate School of International Corporate Strategy, Hitotsubashi University, Graduate School of Business Administration, Kobe University and Graduate School of Business Sciences, University of Tsukuba. In order to review the “Action Plan Progress Report for 2009”, ABEST21 established the “Progress Review Committee”. The Committee will examine the Progress Reports based on the “Action Plans for Improvement Tasks” prepared as a result of analysis in respective schools’ “Self-Evaluation Report”. The progress status at respective accredited schools for 2009 academic year will be posted on the ABEST21 website.

**ABEST21 News**

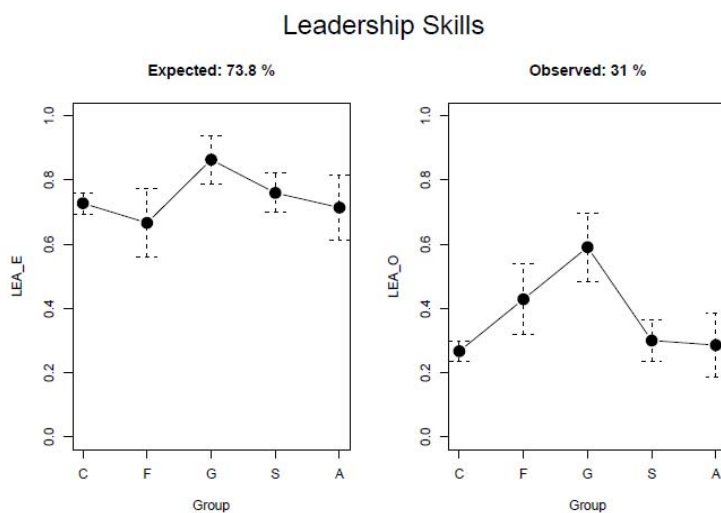
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• **Holding of Research Project-4 Conference in Singapore**

As mentioned in the previous news, final presentations on management competencies survey will be given at the Conference to be held at S.P. Jain Center of Management in Singapore on July 2 and 3, 2010. The participants of this international survey are Aoyama Gakuin University(Japan), University of Applied Sciences Hof.(Germany), University of Brawijaya (Indonesia), Chang Mai University(Thailand), Fudan University(China), University of Indonesia(Indonesia), Institut Teknologi Bandung(Indonesia), Kwansai Gakuin University(Japan), Management & Science University(Malaysia), Nanzan University(Japan), Northeastern University(China), Pondicherry University(India), and SP Jain Center of Management(Singapore). Analysis on the survey conducted by respective schools was entrusted to The Institute of Statistical Mathematics, Research Organization of Information and Systems, an Inter-University Research Institute Corporation. At the Conference in Singapore, respective schools will present the outline of their survey result, and Professor Tsubaki of The Institute of Statistical Mathematics will report on the overall result of the analysis. Survey report in English is currently being prepared, which will be passed out at the Conference.

The charts in the right show relationship between expected and actual (observed) skills of MBA holders. For example, in this analysis on data from China,

the gap between expectation and observation was large as 42%. Graduate tends to expect leadership skills far more in MBA holders than Corporation does. In observation, Graduate and



Faculty recognize far more leadership skills in MBA holders than Corporation. Potential expertise of MBA holders is shown in these charts. The left chart shows expected rate by stakeholders, and the right chart shows rate acknowledged by stakeholders as actually held by MBA holders, both dotted. These rates are indicated with  $\pm$  standard margin of error.

**“Management Human Resources Development Council” News No. 7**

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The 7th meeting of “Management Human Resources Development Council” was held at the National Center of Sciences on Monday, May 31, 2010. Following the previous meeting, opinions were exchanged between the businesses and universities on the role education in development of management human resources, which has been discussed in the activity report for 2009 academic year (initial report). The gap between the two parties seems to have become considerably smaller compared to the initial stage. Although the gap still exists, common understandings are formed on necessity of management human resources development, which we hope will act as a base to discuss specific issues in the future.



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