

# **ABEST21 Business Accreditation 2010**

## **Graduate Program in Business Administration, Graduate School of Business Administration, Nanzan University**

### 1) Educational Program

The Graduate Program in Business Administration at Nanzan University was established in April 2006 as a Professional Graduate School focusing on practical education to meet the needs of the companies in the Tokai region, aiming to nurture human resources who can demonstrate strength in "manufacturing and logistics" and "collaborating with corporations in China and other Asian countries/regions". The Program offers an MBA degree. Enrollment is 50 students per year, and the capacity is 100. The Mission Statement is stated as below.

"We strive to cultivate skilled professionals who are equipped with a combination of knowledge, skills, ideas, and a conceptual framework that enables them to manage the business effectively in an increasingly internationalising society. The professionals should be individuals with an awareness of our school's educational motto, "For Human Dignity," who act as members of the international society, and can promote social responsibility through corporate activity, from an ethical and environmentally-conscious standpoint."

To achieve the mission statement, the following four programs are set featuring 1) practical education to meet the needs of the Tokai region, 2) emphasis on business ethics and environmental management, 3) thorough understanding of the basics and nature of business, 4) assisting the students on their career paths, 5) projects to enhance practical problem-solving ability, and 6) development of communication skills in English/Chinese.

These four programs are:

- "Finance Accounting"
- "Human Resource Management"
- "Marketing and Strategy"
- "Operations Management"

The Tokai region is an industrial base of manufacturing which supports the Japanese economy. Many companies are developing their strategies on the global basis to advance further in their international development. The Program aims to meet the needs of these companies.

### 2) Accreditation Results

The School develops an appropriate administrative strategy to achieve its Mission Statement. It is judged that the School generally satisfies the evaluation criteria to maintain and enhance the quality of education. In its Self-Evaluation Analysis, the School points out its issues to be improved and respective countermeasures. Furthermore, the outstanding issues are analyzed and plans to deal with them are provided in an appropriate manner. Considering the above, ABEST21 evaluation for the School's Program is as follows.

"The educational program generally satisfies the evaluation criteria. While some issues need to be improved, the educational program is excellent and the quality of education and research is expected to improve." It is judged that an effective PDCA cycle will be practiced.

On the other hand, we request the following points to be improved for the further development of the educational program.

- "Mission Statement": It needs to be deeply shared with the stakeholders.
- "Educational Programs": Since the majority of manufacturing frontline is small/medium companies,

further collaboration with the industry is essential to ensure that the regional needs are met.

- "Students": To attract the applicants, further improvement is needed in public relations system to raise awareness and understanding by the potential students.
- "Faculty": It is considered necessary to hire faculty members who can understand diverse values and contribute to achieving the "Mission Statement".
- "Staff and Infrastructure": It is necessary to establish administrative system to support the faculty members including part-time members. Student office, student lounge and classrooms are separated and aged, which is the issue that needs to be dealt with.