

Reports from ABEST21 President

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- President Itoh attended the ceremony for Moscow State University EMBA students to complete the Autumn Study Tour Program on November 7.
 - President Itoh reported the partial amendments to ABEST21 Accreditation Standards to the Ministry of Education, Culture, Sports, Science and Technology (MEXT) on November 9.
 - President Itoh attended the Project Management Committee of "MBA Collaboration Program" and the Faculty Development Committee on November 16.
 - President Itoh attended the 4th International Conference on Business and Management Research held in Bali hosted by the University of Indonesia on November 22.
 - President Itoh attended the "Management Human Resources Development Council" Chairman/Vice Chairman Meeting November 24.

ABEST21 Accreditation News

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• **Reporting of partial amendment to ABEST21 Accreditation Standards**
Partial amendment to ABEST21 Accreditation Standards was reported to and accepted by MEXT. The amendment was previously approved at the joint meeting of ABEST21 Accreditation Committee and Pre-Accreditation Committee as well as ABEST21 Board Meeting, all held at the National Center of Sciences Building in Tokyo on October 16, 2009. The revised Standards apply to accreditation on Professional Graduate Schools (Business Schools) for 2009.

• **Holding of ABEST21 Pre-Accreditation Committee**
Friday, January 29, 2010, at "Minami-aoyama Kaikan" of Mutual Aid Association (kyosai-kumiai) of the Ministry of Agriculture, Forestry and Fisheries of Japan, near ABEST21 office:
"Self-evaluation Report" of Kwansai Gakuin University and "Accreditation Plans" of Kyoto University and Nanzan University will be reviewed based on Evaluation Reports prepared by the Peer Review Team, who has substantially examined the Report and Plans.
December 14, 2009 at Kuala Lumpur, Malaysia: The first Peer Review Team meeting (5 members, from Japan, Malaysia, India, Indonesia and Australia) for Management & Science University, Malaysia.

• **Holding of ABEST21 Accreditation Explanatory Meeting**
Explanatory meetings for ABEST21 accreditation applicants will be held as below. Applicant schools are welcome to participate.
The 1st meeting: Friday, December 18, 2009, 1:00 p.m. at ABEST21 Conference Room
The 2nd meeting: Friday, January 22, 2010, 1:00 p.m. at ABEST21 Conference Room
Venue: ABEST21 RayKay Building, 5-4-29, Minami-aoyama, Minato-ku, Tokyo 107-0062 Japan
Phone: 03-3498-6220 Fax: 03-3498-6221
Those who wish to participate are kindly requested to notify the ABEST21 Office in advance.
Please contact ABEST21 Office ABEST21@abest21.org

ABEST21 News

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• **Report on The 4th International Conference on Business and Management Research**
ABEST21 was invited by the University of Indonesia to the 4th International Conference on Business and Management Research held in Bali on November 22 hosted by the University of Indonesia. At "Improving Quality of Management Education" session, ABEST21 presented its activities and accreditation system to the deans of about 30 Indonesian business schools who attended the session, followed by questions and answers. ABEST21 was approached by several

deans for ABEST21 membership and accreditation.

• **Holding of the 2nd meeting of “Management Human Resources Development Council”**

The 2nd meeting “Management Human Resources Development Council” will be held on Wednesday, December 2, 2009 at ABEST21 Conference Room. Presentations on educational programs will be made by enthusiastic business schools using booklet and video materials.

• **Final decision on questionnaire items for management competencies survey**

At the Project Management Committee of “MBA Collaboration Program” held on November 17, questionnaire items for management competencies survey were finalized after the explanations given by Professor Hiroe Tsubaki (Director, the Risk Analysis Research Center, The Institute of Statistical Mathematics Research Organization of Information and System, Statistic Council Member of Japanese Government). The survey is conducted under “Sharing Quality of Management Education and Development of Mutual Assessment System” for “The Program for the Support of Strategic University Collaboration towards University Education Enhancement” for 2009 by MEXT. Questionnaires were sent to the participant business schools, namely, Aoyama Gakuin University, Nanzan University, Kwansai Gakuin University, Moscow State University (Russia), Northeastern University (China), Fudan University (China), Chiang Mai University (Thailand), Management & Science University (Malaysia), S.P. Jain Center of Management (Singapore), UNIVERSITAS INDONESIA (Indonesia), INSTITUT TEKNOLOGI BANDUNG (Indonesia), Brawijaya University (Indonesia), TECNOLÓGICO DE MONTERREY (Mexico) and University of Applied Science Hof. (Germany).

ABEST21 Members news

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Three capitals: from traditions of ancient Japan to high tech leadership

EMBA students from Moscow State University took part in the autumn study tour program in Japan. A week-long intensive program included visits to leading Japanese companies: Toyota, Itochu, Sony Corporation, Shiseido, an introduction to the cultural heritage of Japan, and a visit to Aoyama Business School.

The main purpose of the program was to get to know Japanese management style, and companies visits provided a lot of opportunities to get insights into success of Japanese business. Students highly appreciated a visit to Toyota – global motorcar producer – where they have been given a chance to see implementation of Toyota Production System. A lecture by Professor Gankoji (Nanzan University), organized after the visit, help students to better understand Kaizen philosophy, practiced by Toyota. At SONY



Russian students learned about marketing strategy of the world’s largest producer of home and professional electronics, and saw the latest company’s products in the areas of sound and video. At Itochu Corporation students became familiar with the history, structure and business model of one of the largest Japanese trading house. At Shiseido factory students were presented with an overview of the multileveled system of quality control.

Understanding millennial traditions and culture of Japan can significantly enrich the experience of visiting a modern country, that’s why students visited shrines and temples of Kyoto and Kamakura – two ancient capitals.

The study tour program ended with a visit to Aoyama Business School – a longtime partner of GSBA MSU. Students attended classes by Professor Nakano and Professor Miyazoe, and participated in a socializing event with ABS EMBA students.

(Dr. Anna Gryaznova, Associate Dean Graduate School of Moscow State University)

- **Moscow State University EMBA students visit Sony Corporation**

On Friday, November 6, 2009, I visited Sony Corporation with the students of Moscow State University. The students actually experienced Sony products at the showroom, with explanation by the attendant. They touched and enjoyed the products and asked some questions. At Sony's company information session where its history, business strategy and philosophy were explained, the students seemed very interested and asked many questions. I assume that the students became even more interested in Sony products when they learned through the session that the new products are developed based on understandings of the demands as a result of extremely detailed customer analysis. Visit to the showroom and the session program that everyone enjoyed were a significant experience for myself. (Horikawa, ABEST21 Office)