

ABEST21 eNEWS No.3

Accreditation News-No.3

We started assigning consecutive number to our Accreditation News from ABEST21 desk. This news article is No.3.

Applicants of 2007(four business schools of Japan) are entering into their second step, which is preparation of Self-Evaluation Reports. New applicants of 2008 are working on preparation of Accreditation Plans at the first stage of the accreditation. All these applicants reviewed and evaluated their educational systems, curriculums, faculty's bodies, facilities, and management bodies which support with enhancement of their research and educational activities in order to develop their merit and to solve their problems. All these applicants are taking their accreditation processes step by step based on these self-evaluation results. Three mentors, assigned by ABEST21, for one applicant business school are contributing to facilitation of their accreditation activities.

Research Project-II Presentation

We had research presentation, held on September 4, 2008 at ABEST21 office, on Company Needs for Management Education in Business. Representative from business schools of Japan, Japanese companies, and MEXT participated the Session. The presentation showed findings and analysis of global questionnaire research, was conducted by seven business schools of Pacific regions, on Company Needs for Management Education in Business. Professor Tsubaki from University of Tsukuba in Japan talked about findings of Japan. President Itoh made a quick report on cross-country comparisons among these seven business schools. After these presentations, participants exchanged their views from each perspective. We believe this session would open up relationship between university and industries.

Research Presentation of Comparative Analysis on Company Needs

We will have a wrap-up presentation on the global questionnaire research on Company Needs for Management Education in Business on Monday, November 17, 2008 at ABEST21 head office. Faculties of involving business schools, that is, University of Tsukuba of Japan, Seoul National University of South Korea, Moscow State University of Russia, Chiang Mai University of Thailand, Management & Science University of Malaysia, and EGRADE Tecnologico de Monterrey of Mexico will join the session. The Research Report with the title of Improving Quality of Management Education, by Moscow State University, will be distributed.

News from ABEST21-fellow member of Aoyama Business School, Japan

We, Graduate School of International Management, Aoyama Gakuin University (Aoyama Business School) provides one-week's China study tour annually in order to deepen understanding about today's China Economy. Its program includes company tours to both Chinese and Japanese

enterprises. The program also has lectures by a faculty of ABEST21 fellow, Fudan University on China Economic Reform and China Economic Environment. In this summer from August 31 to September 5, about 30 numbers of MBA and EMBA students with our faculties joined the 2008 China Study tour and experienced rapid changes of Shanghai and Hangzhou cities. At Fudan University, Shanghai, participants listened to lectures in Japanese, by Adjunct Professor Han Zhongheon, on Marketing of China. Also they visited YKK(Shanghai) Co.,Ltd, TERUMO Medical Products(Hang Zhou) Co.,Ltd, MITSUI' Co.,(Shanghai), Ltd. ,and Baosteel Co.,Ltd as well as local supermarkets and convenience stores in Shanghai. These students and faculties felt differences between China and Japan in their market momentum. Professor Han said he is looking forward to seeing ABEST21 fellow members again at PreAccreditation Committee on November 17-18 of Japan.

Moscow State University Executive MBA visit Japan

On November 2 to 9 a group of Executive MBA students from Moscow State University is going to visit Japan. The study tour program includes visiting Japanese companies, Itochu, Sony and Suzuki, as well as Parliament and Stock Exchange, and an intensive exposure to the Japanese culture. The program will be implemented in close cooperation with ABEST21 and GSIM Aoyama Gakuin University.

SKK University AMBAs visited Moscow

On June 24-25 Graduate School of Business Administration Moscow University hosted a group of EMBA students from Sungkyunkwan University (Seoul, Korea). The program of the visit included lectures on Russian economics and political System, Russian business culture and consumer behavior, Korean EMBA students also visited a country office of Samsung Corporation, where they learned about the Russian market from experienced Samsung's managers.