

ABEST21 eNews No.4

Accreditation News No.4

The 2007 applicant (four business schools of Japan) submitted their Self-Evaluation Reports by Nov.20, 2008. For their next accreditation step, ABEST21 Peer Review Teams were organized at the first PreAccreditation Committee on November 18, 2008. We believe that all stakeholders such as students, business societies, and business schools would build mutually beneficial relationship among them through our activities. We always think what kinds of value we can add to applicants through our accreditation activities as well as evaluate them by certain criteria. (by President Itoh)

News from ABEST21 Accreditation Committee

ABEST21 has its Administrative Committee which deals with any kind of problem indigenous to Japan. Members of this committee are as follows,

Hiroe Tsubaki(Chair) – Professor, University of Tsukuba

Kazuo Ogawa – President, Corporate Research & Development Center, Toshiba Corporation

Masayo Hobo – Senior Operation Officer, Oracle Corporation Japan.

Makoto Nakai – Chief of Recruitment, Nissan Corporation Japan

Koichi Saito – Professor, Nanzan University

Noboru Maeda – Professor, Aoyama Gakuin University

In its monthly meeting of October, the committee decided to work on independent analysis of survey results of the "International survey on Corporate Expectation of Business Schools" and will put out its final report at an ABEST21 International Symposium on March, 2009.

Research Project-2

Research Project-2, supported by MEXT, is a questionnaire research on Company Needs for Management Education in business schools in Asian regions; Japan, South Korea, China, Russia, Malaysia, Thailand, and Mexico. We already made brief presentation on part of the result on September and November. On March 24, 2009, we are going to release its final survey report at International Symposium. Before this final presentation, we will introduce findings of each country on this e-News. First one is from Fudan University, China.

Outline of findings on "Company Needs for Management Education in China"

* Response rate

105 companies out of 300 (Response rate was 35%)

* Breakdown of the 105 respondent companies

Manufacturing 23%, Finance 21%, Consulting & Business Service 15%, and Others 41%

* Summary of findings

MBA education in China was started on 1991 by 9 business schools. After its rapid development, number of business schools was increased to 129 and their students were over 16,300 people. The result showed that China companies have a high expectation of MBA

education. About 81% respondents companies said Leadership skills are expected from MBA graduates. About 75% of them said Communication skills are expected from MBA graduates. However no respondents stated that Strategic Thinking is expected from MBA holders though business schools of other countries said the skill is highly expected. We are focusing on this point. What lead this low rate? (by President Itoh)

AACSB Business Accreditation Seminar

President Itoh participated in AACSB Business Accreditation Seminar, held on November 10-11, 2008 in Singapore. Its agenda was as follows,

- *Outline of AACSB Accreditation Standard
- *AACSB Accreditation Process
- *Guideline of evaluation by Peer Review Teams
- *Quality improvement of Management Education

ABEST21 is going to strengthen cooperation with AACSB International.