

ABEST21 eNews No.5

ABEST21 Accreditation News-No.5

The members of the Peer Review Teams were appointed at the first Pre-Accreditation Committee on November 18, 2008, began reviewing both Self-Evaluation Reports by the 2007 applicants and Accreditation Plans by the 2008 applicants. The Peer Review Teams are consists of five committee members and the two of them participate the team from abroad.

News from ABEST21 member-Moscow State University

On November 4, 2008, 14 Executive MBA students from Moscow State University visited to the head office of Sony Corporation, Tokyo. Sony held a global seminar on Global Strategy of Sony Corporation for them. Lively questioning by these students showed that Russia is high potential market for Sony products. In the showrooms, they tried out Sony products. What they loved most was "Rolly" which was oval-shaped and must be a new dimension in MP3 players. Users shake it and twist it to choose their favorite track. They spent significant time with the close cooperation of Sony Corporation.

Research Project on Company Needs-Japan's case

Research Project-s, supported by MEXT, is a questionnaire research on Company Needs for Management Education in business school in Asian regions; Japan, South Korea, China, Russia, Malaysia, Thailand, and Mexico. We have been introducing findings of each country on this e-News briefly since last December.

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

*Response rate

53 companies out of 200 (Response rate was 26.5%)

*Profiles of the 53 respondent companies

More than half of the respondent companies are manufacturing companies. About 40% of the respondents do international business activities. Average number of employees of the respondents companies is about 9,900.

* Summary of findings

Average percentage of managers with MBA degree of the respondent companies was 1.8% and 78% of them answered that these employees with MBA degree contribute to corporate value in some way, while only 60% of the respondent companies answered so. About two-thirds of respondent companies have a system of financial support for managerial education. The results; there were no respondent companies that MBA degree was a factor in promoting managers, was Japan's characteristic findings different from other countries.

More than 50% of respondent companies expected employees with MBA degree have following 6 kinds of skills which were Leadership Skills, Problem Solving Skills, Decision Making Skills, Strategic Thinking Skills, Quantitative Skills, and Analytical Thinking Skills. The skills most expected in

employees with MBA degree was Strategic Thinking Skills which was expected by 71% of the respondents, while 41% of respondents stated that Strategic Thinking Skills were present in these employees. About 69% of respondents expected employees with MBA degrees would have technical expertise in the area of Strategy while 33% of respondents stated that technical expertise in the area of Strategy were present in employees with MBA degree. After doing factor analysis and multivariable analysis on technical expertise expected by the respondents, they were categorized expected technical expertise on questionnaire into following 4 factors; which are the ability to Command, the ability to give suggestions, Combat ability, and Innovation ability. The respondents of manufacturing business had expectation of the Combat ability to employees with MBA degree, while other respondents of finance business and service industries had low expectation of that. The Innovation ability was expected by respondents of manufacturing business, financial business, and service industries. The respondents of pharmaceutical industry had low expectation of these two abilities, Combat ability and Innovation ability but had expectation of their ability to Command. These findings showed that expected abilities were varied from industry to industry. In this survey, Tsukuba University also conducted their independent inquiry into mainly personnel section of companies at the same time.

These finding showed that human resource department of respondents shared awareness that they need to change their system for sending young employees to business school for because some of them leave their companies after graduating MBA education. To avoid the problem, they began thinking to send middle-level executive to business schools for a short period.

Publishing the Research Reports on "Improving Quality of Management Education"

The Research Report with the title of Improving Quality of Management Education was printed on last November with the cooperation of Moscow State University. ABEST 21 Administrative Committee has been doing independent analysis on these results of the Corporate Expectation of Business Schools in each countries which are described the research report. The committee is going to present its final report at an ABEST21 International Symposium on 24, March 2009. We hope as many people as possible to joint the symposium at Tokyo, Japan.