

ABEST21 eNEWS- No.7

ABEST21 Accreditation News No.7

ABEST21 organized the Peer Review Teams, which consists of 5 members including 2 members from abroad, in order to examine both Self-Evaluation Reports(SER) of 2007 applicants and to review Accreditation Plan(AP) for a 2008 applicant. When some Peer Review Teams had internal meetings in Japan, members from abroad joined the meeting through Skype system. Some members visited to Japan and joined student's interviews, in English, as a part of on-site accreditation. After reviewing and on-site accreditations, Peer Review Teams for 2007 applicants prepared drafts of Review Reports in both Japanese and English for their Initial Accreditations. After getting approval by Accreditation Committee, these drafts are presented to applicants informally. Applicants can express opposition on the draft within a specific time. Then, these drafts are sent to Board Meetings for ratification or remand. Finally ABEST21 discloses final results on these accreditations to society.

On March 25, 2009, ABEST21 held Accreditation Committee which is chaired by Dr. Robert S. Sullivan, Dean of Rady School of Management, University of California San Diego, at Sony Corporation, Head Office. Professor Yuji Ijiri joined the committee from Pittsburg, U.S.A. through Skype system in the Accreditation Committee. After full discussion, the committee ratified recommendation of Pre-Accreditation Committee for ABEST21 Business Accreditation and decided to recommend it to the Board of Directors. The Board of Directors approved the recommendation as final. Here, ABEST21 announces that Professional Graduate School of Business of both Hitotsubashi University(International Business Strategy Course) and KOBE University were evaluated as "almost all the accreditation standards have been satisfied by their MBA programs, these PDCA cycles are excellent, and their quality improvement of management education is very promising." Also ABEST21 announces that Professional Graduate School of Business of Hitotsubashi University (Financial Strategy and Business Finance Course), Aoyama Gakuin University, and University of Tsukuba were evaluated as "a great many accreditation standards have been satisfied by these MBA programs. These PDCA cycle are good and their improvement initiatives are promising."

Also, the Accreditation Committee approved Accreditation Plan of Professional Graduate School of Business, Kwasei Gakuin University and received Application for Accreditation of 2009 applicants; Professional Graduate Schools of Business of Kyoto University and Nanzan University and Business School of Management Science University, Malaysia which is first business school applies ABEST21 Accreditation from abroad.

Then, the Certificate-giving Ceremony was held and Mr. Jim HHERBOLICH, Deputy Director General and Director of Network Services at European Foundation for Management Development (EFMD) addressed opening remarks at the ceremony. The ceremony was successfully concluded by closing remarks by Dr. Laurence B. Pulley, Dean Mason School of Business, College of William and Mary.

Research Project on Company Needs-Mexican Case

Outline of findings on "Company Needs for Management Education in Mexico" by EGADE Technologico de Monterrey.

* Response rate

126 companies out of 510 (Response rate was 24.7%)

* Profile of the 126 companies

a) Breakdown by Industries

Manufacturing (35%), Public and Social Security Service (10%), Education (8), and Others (47%)

b) Breakdown by Geographic

Domestic companies (55%), Multinational companies (40%)

* Summary of findings

About 59% of respondents hired more than one MBA holders on 2007 and about 36% of respondents did not. About 85% of respondents said that MBA programs meet company and social demands, which is highest rate next to Malaysia's case, and 13% of them said that they do not. MBA degree was a requirement for managerial positions in 18% of respondents and for promotion in 32% of respondents.

<Positive factors of MBA employees>

Respondents stated that positive factors of MBA employees are Knowledge applied skill, International sensibility, Interpersonal skill, Business orientation, Leadership and sense of responsibility, and self-confidence sense and leading edge knowledge.

<Negative factors of MBA employees>

Respondents stated that negative factors of MBA employees are unreasonable demand on salary and promotion, unreasonable time cost for MBA education, inexperienced faculty of business school, and expensive tuition fee of business school.

<Expected skills of MBA employees>

More 50% of respondents stated that expected skills of MBA employees are Leadership skill, Creativity and Risk-taking skills, Presentation and Negotiation skills, Team building skill, Strategic thinking skill, Analytical thinking skill, Decision making skills, Information integration skill, Implementation skill, and Creativity skill. However from 24% to 41% of respondents stated that MBA employees actually possess above skills.

<Low expected skill of MBA employees>

About 29% of respondents stated that unexpected skill is Organization skill however 51% of respondents stated MBA actually posses the skill.

Respondents stated that they expected for business schools to cultivate skills of developing new direction, designing human resource management and relationship, innovation, more practical and unique business way. Also respondents expected MBA employees contributed to improvement of their companies by using skills of cost and operation management, designing financial plan,

international sensitive, creating new thinking-way, introducing latest technology, and designing strategic plan. Also about 50% of respondents stated business schools in Mexico is preferable than that in United States and Europe. Advantages of domestic business schools are wide network, globalization, high level of research activities, knowledge to develop domestic business, classes in English, high accreditation and recognition in both domestic and international society, and easy access to these schools. Disadvantages of them are weak scholarship program, brain drain, and lack of knowledge of other countries. Compared to other countries, business schools in Mexico are highly appreciated by business society in the country.

Others

We are happy to introduce new topic. We begin to introduce various opinions on MBA education, business schools, and company needs. So we would like to ask you to tell us your comments on them. First is comments submitted by Mrs. Shoji, MBA Career Design Research Institute, Japan.

When I looked back on my two-year MBA school days, they were meaningful times and gave us significant human network to me. A survey among my fellows showed that about half of them changed their jobs. Unfortunately, MBA holders do not have advantage in Japan's business society. Some business schools in Japan seem to be under enrolment. Many schools in Japan open new master programs such as Law School, Accounting Schools, and MOT in order to boost their competitiveness. Under such difficult situation, we began thinking how MBA holders contribute their knowledge in to business society. In order to improve market value of MBA holders in Japan and to support their careers through academic- industrial alliances, we established a NPO with some my fellows on February 2005. The NPO; MBA Career Design Research Institute, is thinking about careers of MBA holders, conducting fact-finding survey on MBA careers in order to clarify positive factor and negative factor of MBA holder, improvement of MBA curriculum of business schools in Japan, and company needs on MBA educations. We work hard to create virtuous circle for cultivating human resources with MBA knowledge by career and promotion support to MBA holders, enhancement of academic-industrial alliance. In order to achieve our goal, we conduct survey on company needs of MBA education, improve our home pages, and hold seminars and sessions on career design for MBA holders.