

## ABEST21 eNEWS No.41, December 2011

### ABEST21 Office Report

=====

- The 1st Peer Review Committee for 2011 academic year held on November 4.
- Research Presentations of Joint Research Project-5 held on November 5.
- Symposium by Institute of Business and Accounting, Kwansai Gakuin University attended on November 6.
- Ceremony to receive an attestation certificate for accrediting institution for Professional Graduate School of Intellectual Property attended on November 10.
- Sony Corporation visited by students of Moscow State University on November 16.
- Certificate-granting ceremony for Moscow State University students attended on November 18.
- Universiti Malaya visited on November 21.
- On-site Review by PRT at SP Jain Center of Management attended on November 22.
- Council for Human Resources Development attended on November 24.

### 1. ABEST21 News

=====

#### • **Former Vice President of ABEST21, Professor Zukang ZHENG passed away on November 8th, 2011**

We announce with deep sadness that Professor ZHENG Zukang passed away on November 8<sup>th</sup>, 2011 at the age of 56 after a years-long battle with cancer and other health issues. He contributed to establish ABEST21 as a founding school and served as a Vice President of ABEST21 for four years. He contributed to ABEST21 both his professional commitment and personal warmth. When ABEST21 was just a small group composed of 16 schools, our meetings were held in the Hakone Prince Hotel in Hakone National Park, and Professor ZHENG delighted us with his sweet voice of *Nessun dorma* from Puccini's *Turandot* in the refreshment reception. We will recognize his warm heart and significant contribution to ABEST21 for ever.

#### **Obituary of Professor ZHENG Zukang**

On behalf of all faculty, staff and students of School of Management at Fudan University (FDSM), I announce with deep sadness that Professor ZHENG Zukang – Former Vice President of Fudan University, Former Dean and Advisor of FDSM – passed away on November 8<sup>th</sup>, 2011 after losing the battle of cancer.

Professor ZHEN Zukang was a fruitful statistician with students all over the world, as well as a successful educator and leader who pushed forward the development of management education in China. He was also Standing Member of the 11<sup>th</sup> National Committee of CPPCC, Standing Member of the 12<sup>th</sup> Central Committee and Vice Chairman of the 15<sup>th</sup> Shanghai Municipal Committee of the Jiu San (Sept. 3rd) Society, as well as Counselor and Director of Counselors' Office of Shanghai Municipal Government. In



these positions, he actively participated in governmental affairs and made great contributions to the society. Besides, he was a talented and versatile person who loved singing operas and writing poems. He was able to win respects from the faculty, students and alumni as well as people from all circles of the society. With his endeavor, FDSM has developed long term strategic partnership with your esteemed organization.

To fulfill Professor ZHENG Zukang's last wish of a simple bereavement, his families and friends held a small-size grand farewell ceremony for him on November 12<sup>th</sup>, and scattered his ashes to the sea on November 19<sup>th</sup>.

With best wishes,  
School of Management, Fudan University  
November 26<sup>th</sup>, 2011

#### • **Visit to Professor Ghauth Jasmon, President of Universiti Malaya**

On November 21, President Itoh visited President Ghauth Jasmon of Universiti Malaya. The visit was arranged by Professor Seetharaman, Dean of SP Jain Center of Management (Singapore). In deepening the relationship with Universiti Malaya, one of the leading universities in Malaysia, ABEST21 asked for their cooperation to guarantee the quality of management education to nurture advanced professionals in Malaysia which contributes to development of ASEAN Community effective 2015. Since Universiti Malaya accepted the policy of ABEST21 activities, the relationship will be strengthened between ABEST21 and Universiti Malaya which will act as a core of the business school network in Malaysia.



Picture : President Ghauth Jasmon of Universiti Malaya (center)

#### • **Holding of Council for Human Resources Development**

On November 4, the 4th meeting for 2011 academic year was held at Ivy Hall, Aoyama. Content of the second phase proposal was discussed. It is very gratifying that each time the council meeting is held, the opinion gap between the corporations and the business schools is shrinking and more issues are shared based on extended common understandings, leading to active discussions.



## 2. ABEST21 Networking Committee News

=====

### • Visit of the EMBA Students of the Moscow State University Business School to Sony Corporation

A group of Executive MBA students from the Moscow State University Business School (Russia), a school member of ABEST21, visited Japan in November 2011 for the Japan Study Program led by the Moscow State University Business School Dean, Professor Oleg Vikhanskiy. The Program consists of numerous company visits, academic classes at Aoyama Business School and cultural activities. Russian EMBA students visited traditional craft centers, such as Kyoto Unraku Pottery and Matsumoto Syuzo Sake Factory, and world business and technological leaders – Sony, Subaru, Kohara Gear Industry and Itochu. Program also included visits to the Diet, Tokyo Stock Exchange and INCHEM Tokyo 2011. The purpose of the program is to get acquainted with best Japanese managerial and business practices.



On November 16, 8 EMBA students visited the Sony Corporation Head Office. Sony is a corporate member of ABEST21, and as in the past years, the visit was arranged by ABEST21. The tour started at “The Square” equipped with four 200 inch LCD screens where “Sony Now” was explained. The students were impressed by the 3D images displayed by the advanced projector (4K “SXR” model) and intrigued by the smartphone terminal (XPEDIA) usable only in Japan. After the cutting-edge technology experience at “The Square”, explanation was provided at the seminar room by Yasuhiro Kobayashi, Senior Manager, Graduate Recruiting Group, Recruiting Department, Global Human Resources Development Division, on corporate philosophy. He outlined the “Sony’s strength” as being the hardware manufacturer that also produces software and content such as movies, Sony’s global strategies concerning BRICS market, and human resources strategy to place the right people in the right jobs regardless of nationality. The presentation was followed by the questions from the students concerning the business development in Russia.

### • Symposium held by the Institute of Business and Accounting, Kwansei Gakuin University

On November 6, a symposium on “Asian Business Schools and Japanese Enterprises” was held at Umeda Campus, Osaka, by the Institute of Business and Accounting, Kwansei Gakuin University, as a part of the three schools’ Strategic University Alliance Program for 2011 academic year. The Symposium started with introductory address by Professor Yoshitaka Kai, Dean of the Institute of Business and Accounting, Kwansei Gakuin University, followed by a keynote speech on “Collaboration with Asian Business Schools” by Professor Katsuhiko Okada of the same school.



Panelists from ABEST21 member schools, Dean Gugus Irianto (University of Brawijaya, Indonesia),

Dean A. Seetharaman (SP Jain Center of Management, Singapore), Head Siriwut Buranapin (Chiang Mai University, Thailand) and Professor Kazuhiro Fukuyo (Yamaguchi University, Japan) generated detailed discussions. At the end of the Symposium, President Itoh of ABEST21 gave a closing address. The Symposium was held through the efforts of Specially Appointed Professor Hideaki Izumi of the Institute of Business and Accounting, Kwansai Gakuin University, following the symposium "Business in Asia and Human Resources Development" held in March 2011. Productive discussions were made on collaboration between Asian business schools and Japanese corporations.

### **3. ABEST21 Research Committee News**

=====

#### **• Joint Research Project-5 "MBA Curriculum Development" Results Report**

At the international conference held on November 5, 2011, the final results of Joint Research Project-5 "MBA Curriculum Development" implemented by ABEST21 in 2011 was presented by the Research Committee Working Group, chaired by Professor Ming Yu Cheng (Universiti Tunku Abdul Rahman, Malaysia), and the Group members Professor Siriwut Buranapin (Chiang Mai University, Thailand), Professor Amir Mahmood (University of Newcastle, Australia), Professor Ruslan Prijadi (Universitas Indonesia, Indonesia) and Professor Qin Hai Ma (Northeastern University, China). The Research Project-5 was conducted in participation of 14 universities from 10 Asian countries. After summary report on curricula development of the 14 universities was given by the Working Group, it was decided to publish the report under the title "Enhancing the Quality of Business Management Education in a Globalized World" (not for sale). From Japan, Aoyama Business School of Aoyama Gakuin University and Business School of Kwansai Gakuin University have participated in this project.

### **4. ABEST21 Membership Committee News**

=====

#### **• Universiti Teknologi MARA joined ABEST21 as school member**

Graduate Business School, Universiti Teknologi MARA (UiTM), introduced in ABEST21 eNews no. 40, submitted the application for ABEST21 school member on November 30. The School will be officially accepted as a member after the approval by the ABEST21 Board of Directors. UiTM is the largest university in Malaysia with the total enrollment of 172,000 students, and the vastness of the campus amazed us during the visit to the School. We will introduce UiTM in detail in the next eNews issue.

### **5. ABEST21 Accreditation Committee News**

=====

#### **• Holding of ABEST21 Peer Review Committee**

As mentioned in the previous issue of ABEST21 eNews, the 1st Peer Review Committee for 2011 academic year was held at Grand Prince Hotel New Takanawa on November 4. Based on the past experience, we have improved the organization and work schedule of the committee in 2011. Until present, the Peer Review Committee was held three times a year in Tokyo. Due to increasing number of school members and in order to enhance the committee's activities and promote

globalization, we will set two groups effective 2011 academic year: Group-A and Group-B. Peer Review Committee Group-A will focus on accreditation of professional graduate schools (Japan), and Peer Review Committee Group-B Working Session will focus on peer review of Asian business schools. Every year, Group-B meeting will be held overseas in July, Peer Review Committee General Meeting – in Tokyo in July, Group-A Working Session – in Tokyo in January, and Peer Review Standing Committee and Accreditation Committee – in Tokyo in March. Peer Review Standing Committee consists of the representatives of ABEST21 school members and corporate members from Peer Review Committee.

Following the general schedule outlined above, Peer Review Committee Group-A Working Session will be held in Tokyo on Friday, January 13, 2012. Peer Review Standing Committee will take place on Thursday, March 1, 2012, and Accreditation Committee – on Friday, March 2. Following the approval by the Accreditation Committee, Board Meeting and General Assembly will be held, where accreditation and peer review results will be finalized.

#### • **On-site review at SP Jain Center of Management**

On November 22, on-site review by the Peer Review Team (PRT) was conducted at SP Jain Center of Management (Singapore). The survey consisted of three parts. In part 1, the Dean of SP Jain provided the answers to the questions sent in advance, and the program coordinators described the education programs in general, so that the unclear issues were clarified. In part 2, the PRT members interviewed 10 students of the education programs to be examined. Questions regarded the quality of lectures based on mutual trust, and the items indicated in the "Self-Evaluation Report". In part 3, the facilities and equipment were inspected under the guidance of the related party members. Finally, feedback on the on-site review was provided by the PRT Chair to SP Jain President Nitish Jain and Dean Seetharaman.



(Picture 1)

President Nitish Jain of SP Jain Center of Management (third from the right of Picture 1)



*Wishing you and your family  
"Merry Christmas and Happy New Year."  
May the new year bring more joy, health, peace and success  
to you and your family.*

**ABEST21**