



ABEST21 e-News

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THE ALLIANCE ON BUSINESS EDUCATION AND SCHLARSHIP FOR TOMORROW,
a 21st century organization

www.abest21.org

1. ABEST21 Office Report

- Maintenance Accreditation Orientation held for schools subject to re-accreditation on June 1 and 12.
- ABEST21 Malaysia Committee Inaugural Meeting at Kuala Lumpur attended on June 16.
- ABEST21 Indonesia Committee Inaugural Meeting at Jakarta attended on June 17.
- KAIZEN Review Committee held on June 26.
- Council for Human Resources Development held on July 5.
- ASOSIASI FAKULTAS EKONOMI DAN BISNIS INDONESIA held by Universitas Padjadjaran attended on July 9.
- Visit to PT. Toyota Motor Manufacturing Indonesia, Karawang, Indonesia on July 10.
- ABEST21 Bandung Conference held at Sheraton Bandung Hotel on July 11.

2. ABEST21 HQ

1) Participation in AFEBI Meeting

AFEBI (ASOSIASI FAKULTAS EKONOMI DAN BISNIS INDONESIA) Meeting was held on July 9, 2012 at Universitas Padjadjaran. Participants included Deans of FEB (Faculty of Economics and Business) of approximately 18 Indonesian universities. It was the day before ABEST21 Bandung Conference and we were kindly admitted to the Meeting. Presentations were given by Professor Jann Hidajat Tjakraatmadja (second on the left in the picture) of Istitut Teknologi Bandung (ITB) on "What is ABEST21?" and by Professor Eko Ganis Sukoharsono (far on the left in the picture) of Universitas Brawijaya (UB) on "ABEST21



Accreditation Experience: The Case of Universitas Brawijaya", followed by active Q&A sessions. We realized the well-recognized status of ABEST21 among Indonesian business schools and that the schools are highly interested in globalization of management education in Indonesia as well as guaranteeing the quality of education. We believe that ABEST21 can play an important role in achieving this goal.

2) Holding of ABEST21 Bandung Conference

The Conference was held on July 11, 2012 at Sheraton Bandung Hotel & Towers, Indonesia, supported by Istitut Teknologi Bandung and Universitas Padjadjaran. The Conference was also joined by the participants of AFEBI which was held on July 9, and the Conference became a major meeting. Presentations and

reports were provided by Professor Ruslan Prijadi on ABEST21 Accreditation System, by Professor Ming Yu Cheng on Joint Research Project-6 (Development of Case Writing) and by ABEST21 President Itoh on Joint Research Project-7 (Research on Quality Insurance System of Management Education of Business Schools in Asia). School presentation session included explanations on MBA programs at Universiti Malaya, a new member of ABEST21, and Indonesian business schools.



3. ABEST21 Membership Committee

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1) Graduate School of International Corporate Strategy, Hitotsubashi University, Tokyo, Japan

Graduate School of International Corporate Strategy, Hitotsubashi University (hereinafter "Hitotsubashi Business School") was established in 1998, started accepting students in 2000, and was reorganized as a professional graduate school program in 2003. The School has 232 students and 33 faculty members. The campus is located in the National Center of Sciences in Kanda Hitotsubashi, close to the business district around Tokyo Station. It is separated from the university headquarters in Kunitachi City in the suburb of Tokyo. The biggest feature of Hitotsubashi Business School is the two independent MBA programs: International Corporate Strategy Program which is a day-time course conducted in English, and MBA Program in Financial Strategy, an evening course conducted in Japanese. Educational content and target audiences of these two programs differ considerably. The International Corporate Strategy Program aims to provide general management education, while the MBA Program in Financial Strategy aims to nurture professionals in finance sector. In light of these differences, student admission, entrance exam, course curriculum and graduation judgment are specific for each of the programs. Both programs have independent full-time faculty members, although some members teach concurrently. The Dean is Professor Hiroshi Kanno. School website: <http://www.ics.hit-u.ac.jp/>

2) Membership status

Graduate School of International Corporate Strategy, Hitotsubashi University (Business School) and Graduate School of Business, Faculty of Business and Accountancy, Universiti Malaya have recently joined ABEST21 as a Full School Member. As a result, we now have 64 members in total. On July 1, 2005 ABEST21 started with 16 school members consisting of business schools in Japan and abroad. In the past 7 years, the number of school members more than tripled and reached 50, with additional affiliate and individual members.

	July 1, 2005	July 15, 2012
School members	16	50*
Affiliate members	-	6
Individual members	-	5
Reciprocal members	-	2
Honorary members	-	1
Total	16	64

*17 countries

4. ABEST21 Network Committee News

1) Establishment of Malaysia Committee

To respond to cultural diversity in Asia, ABEST21 decided to establish Local Committees in Asian countries. On Saturday, June 16, 2012, Inaugural Meeting was held at Hilton Hotel-Kuala Lumpur attended by the Deans of the following business schools.

- Management & Science University (MSU)
- International Islamic University Malaysia (IIUM)
- Universiti Malaya (UM)
- Universiti Sains Malaysia (USM)
- Universiti Teknologi MARA (UiTM)
- Universiti Putra Malaysia (UPM)
- Universiti Utara Malaysia (UUM)
- Universiti Tunku Abdul Rahman (UTAR)
- SP Jain School of Global Management



The purpose of establishment of the Local Committee was explained by ABEST21 President Itoh and Executive Secretary Professor Ming Yu Cheng. After exchange of opinions, ABEST21 Local Committee Bylaws were ratified. Dean Ali Khatibi (Management & Science University) was appointed the Chair of Malaysia Committee and Dean Khaliq Ahmad (International Islamic University Malaysia) as the Vice Chair, respectively by President Itoh. Malaysia Committee will start its activities to recommend new members from Malaysia to ABEST21 and to participate organizationally in the Joint Research Projects.

2) Establishment of Indonesia Committee

On Sunday, June 17, 2012, Inaugural Meeting was held at Sultan Hotel Jakarta attended by the deans of the following business schools and representative of BAN-PT, the official accrediting institution of Indonesia.

- Universitas Indonesia (UI)
- Institut Teknologi Bandung (ITB)
- Universitas Gadjah Mada (UGM)
- Universitas Brawijaya (UB)
- Universitas Padjadjaran (UNPAD)
- Universitas Diponegoro (UNDIP)
- Universitas Airlangga (UNAIR)



Similar to the Malaysia Committee, the purpose of establishment of the Local Committee was explained by ABEST21 President Itoh and Executive Secretary Professor Ming Yu Cheng. After exchange of opinions, ABEST21 Local Committee Bylaws were ratified. Dean Sudarso Kaderi Wiryono (Institut Teknologi Bandung) was appointed the Chair and Dean Gugus Irianto (Universiti Brawijaya) as the Vice Chair. Indonesia Committee immediately started its activities to prepare for the ABEST21 Bandung Conference on July 10 and 11. As mentioned in the previous e-News, Indonesia Committee acts as the core of Global Knowledge Network organized by business schools in ASEAN countries and Japan, and affiliate members. The Committee is expected to play a strategic role to form triangular relationship base among Indonesia,

Malaysia and Japan.

3) Establishment of Japan Committee

Having established the Malaysia Committee and Indonesia Committee, we are preparing to establish Japan Committee. There was a need to strengthen the system to further promote Global Knowledge Network which is a consortium with ASEAN business schools, and to promote Joint Research Projects based on industry-academia collaboration. The Japan Committee will play a key role in these activities. We have set a Preparatory Committee for establishment of Japan Committee to sort out and organize various issues related to the basic policy for cooperation with ASEAN business schools. The Preparatory Committee members are Professor Kiyoshi Kobayashi (Kyoto University), Professor Katsushige Sawaki (Nanzan University) and Professor Hiroe Tsubaki (The Institute of Statistical Mathematics). The related members are the following schools and companies.

- Graduate School of International Management, Aoyama Gakuin University
- Graduate School of International Corporate Strategy, Hitotsubashi University
- Institute of Business and Accounting, Business School, Kwansei Gakuin University
- Graduate School of Management, Kyoto University
- Graduate School of Business Administration, Nanzan University
- Graduate School of Business Sciences, University of Tsukuba
- Waseda Business School, Graduate School of Commerce, Waseda University
- Graduate School of Innovation and Technology Management, Yamaguchi University
- Fuji Xerox, Co., Ltd.
- Nissan Motor Co., Ltd.
- The Institute of Statistical Mathematics, Research Organization of Information and Systems
- Sony Corporation
- Toshiba Human Resources Development Corporation
- Japan Patent Attorneys Association

5. ABEST21 Accreditation Committee

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Holding of Peer Review Committee-Group B

At the ABEST21 Bandung Conference held on July 11, 2012, Professor Ruslan Prijadi, Vice Chair of ABEST21 Peer Review Committee, presented detailed report on ABEST21 Accreditation System. The report particularly focused on the uniqueness of ABEST21 Accreditation compared to other accrediting international institutions based on Professor's experience from ABEST21 Peer Review Committee. Professor Ruslan Prijadi summed up the ABEST21 activities to guarantee and assess the quality of education, and expressed hope of working on enhancement of educational quality at Indonesian business schools, in cooperation with BAN-PT, the official accrediting institution of Indonesia.



ABEST21 was approved by MEXT as a business accreditation agency in 2007. After 5 years since the initial accreditation, we have reached to the stage of maintenance accreditation. During the past 5 years we

have learned enormously from trial and error experience, and ABEST21 developed into an international institution. As recognized in Asia, quality guarantee/assessment system offered by ABEST21 is unique and different from other Japanese accrediting institutions. We intend to further enhance our assessment system on a global viewpoint based on our valuable 5-year experience.

6. ABEST21 Research Committee

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Visit to PT. Toyota Motor Manufacturing Indonesia (TMMIN)

On Tuesday, July, 10, 2012, ABEST21 visited PT. Toyota Motor Manufacturing Indonesia (TMMIN) at Karawang industrial complex in the suburb of Bandung. Among many Japanese firms operating in Karawang, PT. Toyota Motor Manufacturing Indonesia is located in a vast secluded area. At the Training Center on the same site Mr. Mamoru Akiyama, Vice President Director, AP Regional Officer talked on nurturing human resources locally in Indonesia. It was mentioned that before being assigned to work at the production line, local staff members are given mental and technical guidance from mentors at "Dojo". All staff members at the line were working hard and busy. The "Karakuri" of creating high quality based on mental and technical training at "Dojo" was presented.



(Mr. Mamoru Akiyama)



(Group photo in the front of Training Center)