



# ABEST21 e-News

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THE ALLIANCE ON BUSINESS EDUCATION AND SCHLARSHIP FOR TOMORROW,  
a 21<sup>st</sup> century organization

[www.abest21.org](http://www.abest21.org)

## 1. ABEST21 Office Report

- The 19<sup>th</sup> 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.
- ABEST21 technical proposal won the open tender for "Advanced University Reform Promotion Project" by MEXT on July 24.
- Kaizen Review Committee held on July 31.

## 2. ABEST21 HQ

### 1) ABEST21 proposal won the tender for "Advanced University Reform Promotion Project" by MEXT

ABEST21 submitted a bid for the public tender for "Research Project for Overseas Development of Sectoral University Assessment", a research theme under the "Advanced University Reform Promotion Project" by MEXT. The tender was opened on July 24 and the technical proposal submitted by ABEST21 was successfully accepted. In the proposal ABEST21 suggests to promote international development in accreditation for business schools which aim to nurture management professionals in Asia. Specific steps are: ① Conduct research study and demonstration analysis of educational quality guarantee/assessment system at business schools in ASEAN countries, especially Indonesia and Malaysia, ② Compare the guarantee/assessment system of Japan, Indonesia and Malaysia based on the results of demonstration analysis, and ③ Develop a model of quality guarantee/assessment system for business school accreditation which corresponds to the cultural diversity among ASEAN countries.

Field survey within this project will be implemented with the cooperation of The National Accreditation Agency for Higher Education of Indonesia (BAN-PT), a reciprocal member of ABEST21. As for research in Malaysia, we will ask MQA (Malaysian Qualifications Agency, Ministry of Higher Education Malaysia) to support us. As for demonstration analysis we have the accreditation data for business schools in Japan including Hitotsubashi University, Kyoto University, Kobe University, University of Tsukuba, Aoyama Gakuin University, Kwansai Gakuin University, Nanzan University and Waseda University, as well as accreditation data of MBA programs in Management and Science University, Malaysia, University of Brawijaya, Indonesia, and SP Jain School of Global Management, Singapore. In addition we will obtain data of 11 business schools from 7 countries which are currently under accreditation process, namely Japan, Russia, China, Thailand, Malaysia, Indonesia and Australia. Based on the data we will develop a model in cooperation with BAN-PT and MQA.

Project schedule: ① Field survey (September to December) ② International seminar (November 2 and March 7) ③ International symposium (March 9, 2013) ④ Publication of the research report ⑤ Disclosure of results on the website.

## **2) Holding of the 19<sup>th</sup> Council for Human Resources Development**

The Council was held on July 5, 2012 at Minami-Aoyama Kaikan. The results of about 10 discussions held during the past Council meetings have been summarized as the final draft of the Second Phase Proposal. The First Phase Proposal which summed up the issues related to the business education was published to MEXT, etc., in September 2010. Since then, the Council continued to discuss issues related to nurturing of management professionals, and the results of these discussions became the topic for the Second Phase Proposal.

The meeting started by introducing Professor Hiroshi Kanno of Hitotsubashi University who recently became the Dean of business school, and Professor Yoshihiro Tokuga of Kyoto University. Then Mr. Koutaro Takahashi, Promotion Unit Chief of the Office for Professional Graduate School, Technical Education Division, Higher Education Bureau, MEXT, provided explanation on "University Reform Practice Plan – Establishment of Universities as an Engine for Social Transformation", followed by discussion.

The outline of the final draft of the Second Phase Proposal was presented by the Chair, followed by exchange of various opinions. Many valuable opinions considering nurturing of management professionals in the globalization age were raised by corporate members in particular. The observations and issues included the higher average age of flex-time students of the business school, the need to enhance language skills of the faculty members, the need for development of the short programs to nurture world-class leaders, the need to enhance the knowledge and skills in creating business vision of the younger employees, the need for closer relationships between researchers and practitioners, and the necessity to strengthen education to foster intelligence, vision and creativity.

## **3. ABEST21 Network Committee**

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### **Holding of Tokyo Conference**

ABEST21 will hold Tokyo Conference on Thursday, November 1 and Friday, November 2, 2012. The Tokyo Conference will consist of four sessions (please see the detailed Schedule below). In the Session 1, Joint Research Project-6 will be discussed with the focus on developing case materials. In the Session 2, there will be a visit to Sony Corporation, an ABEST21 corporate member. With Sony's kind offer, participants will visit the showroom at Shinagawa Head Office and attend the lecture on "Sony Way". Understanding the frontline of business builds an essential bridge between academic theory and practice in the business school education. The Bandung Conference on July 10, 2012 included a visit to PT Toyota Motor Manufacturing Indonesia, and a visit to Sony Corporation will be a part of the Tokyo Conference. Session 3 will be devoted to the Peer Review Committee meeting. The Committee will review the Peer Review Team Review Report on Accreditation Plan and Self-Evaluation Report. Session 4 will be a research seminar on ABEST21 Accreditation System. The research on international development of business accreditation is conducted as a part of the "Research Project for Overseas Development of Sectoral University Assessment" by MEXT.

Tokyo Conference program

Day 1: Thursday, November 1, 2012

Session 1: ABEST21 Joint Research Project-6

Time: 09:00 - 12:00, Venue: Grand Prince Hotel Takanawa

- 1) Case writing
- 2) Promoting the Project-6

Session 2: Sony Visit

Time: 14:00 - 16:00, Venue: Sony Corporation Head Office

Day 2: Friday, November 2, 2012

Session 3: Peer Review Committee

Time: 10:00 - 12:00, Venue: Grand Prince Hotel Takanawa

Session 4: Improving the ABEST21 Quality Assurance System and Promoting Project-7

Time: 13:00 - 16:00, Venue: Grand Prince Hotel Takanawa

#### 4. ABEST21 Research Committee

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##### Launch of Joint Research Project-6: "Business Management Case Writing"

At the Bandung Conference ABEST21 announced the launch of Research Project-6 "Business Management Case Writing" based on the survey results of Research Project-5 "Developing MBA Curriculum". The main purpose of the Project is to develop teaching materials to be used by ABEST21 member schools. To realize this goal, we will work on structuring of "Proactive Knowledge Sharing Platform" for business school education and deepening of "Academic-Industry Collaboration". With support of affiliate members, teams will be organized to develop cases covering specialized areas of Supply Chain Management, IT Management, Marketing, CSR and Human Resource Management. Executive Secretary Professor Ming Yu Cheng (right in the picture) is the board member in charge of Research Project-6.

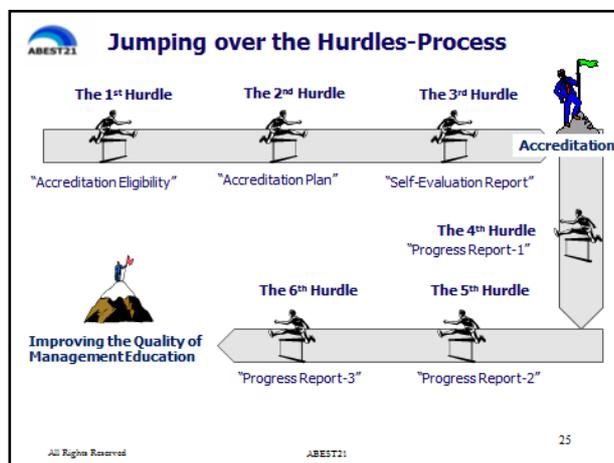


#### 5. ABEST21 Accreditation Committee

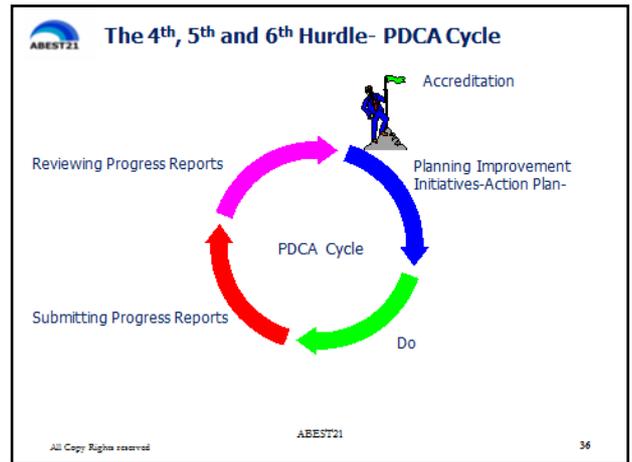
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##### 1) Kaizen Review Assessment for 2012

ABEST21 Accreditation System requires the accredited schools to submit Progress Report every year to be reviewed by ABEST21. The Report outlines the school's progress on the Action Plan to improve issues stated in the school's "Self-Evaluation Report". Accredited schools are required to submit this Progress Report covering the previous academic year by end of May every year. The Report will be reviewed by Kaizen Review Committee, ratified by Peer Review Committee and disclosed to the stakeholders. In 2012, Progress Report has been submitted by business schools of Aoyama Gakuin University, Hitotsubashi University,



Kobe University and University of Tsukuba (accredited in 2008), Kwansai Gakuin University (2009), Nanzan University and Kyoto University (2010). By repeating the review on Progress Reports, we can confirm the efforts made by accredited schools to continuously improve the quality of education. In ABEST21 Accreditation, we regard it important to guarantee our stakeholders the steady enhancement of the quality of education for the “future”, rather than to judge the appropriateness of educational events in the “past”.



## 2) Reorganizing of Peer Review Committee

At the Bandung Conference, ABEST21 decided to take the following Kaizen measures in order to further develop our accreditation internationally, effective 2012.

- 1) Main Report is to be prepared in English to promote internationalization of assessment. Main Report is prepared by accredited schools at the time of Maintenance Accreditation, which is conducted 5 years after the initial accreditation. Therefore the Schools accredited in 2008, namely business schools of Aoyama Gakuin University, Hitotsubashi University, Kobe University and University of Tsukuba, will now prepare their Main Report in English. Preparing the report in English will make it possible to include the international members into the Peer Review Team which practices substantial document screening and on-site interviews. All materials used by the Peer Review Committee, Peer Review Steering Committee and Accreditation Committee will be prepared in English. All on-site interviews will also be conducted in English. From now on, the deans of Japanese business schools will take the responsibility of the Chairs of Peer Review Teams for Asian business schools, while deans of Asian business schools will become the Chairs of Peer Review Teams for Japanese business schools.
- 2) Members of Peer Review Committee and Peer Review Team are now separate. The number of ABEST21 members has increased recently. In order to share the significance of “Peer” and promote collaboration among the members, the representatives of school/affiliate members will participate as members of Peer Review Committee and Peer Review Steering Committee. In particular, the role of Chair and Vice Chair will be taken by the school/affiliate members. To ensure objectivity and fairness, we will ask experts active in the international community to join the Peer Review Team.