



ABEST21 e-News

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

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1. ABEST21 Office Report

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- ABEST21 Office summer break from August 13 to 17.
- Mr. Kiyoshi Shimizu, Advisor to Ministry of Education, Culture, Sports, Science and Technology (MEXT) visited on August 20.
- Filing work at ABEST21 Office on August 22 and 23.
- Japan Association for Quality Assurance in Higher Education Meeting attended on August 25.
- Mr. Kazutaka Yoshimura, GM of Toyota Institute interviewed on August 28.
- Mr. Tokuji Sano, President of Toshiba Human Resources Development Corporation, visited on August 29.
- Kaizen Review Committee for 2011 held on August 31.
- On-Site Interview at Institut Teknologi Bandung attended on September 3.
- Accreditation Seminar at Universitas Padjadjaran held on September 4.
- Board Meeting of Council for Human Resources Development held on September 6.

2. ABEST21 HQ

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1) Presentation at the 2nd Meeting of Japan Association for Quality Assurance in Higher Education on "Global Development of Accreditation: ABEST21 Practice"

On August 25 and 26, 2012, the 2nd Meeting of Japan Association for Quality Assurance in Higher Education was held at Komaba Campus, Tokyo University. In the "Advanced research presentation" session on the first day chaired by Professor Akira Tachi, the Chair of the Meeting Organizing Committee, President Itoh made a presentation on "Global Development of Accreditation: ABEST21 Practice". The presentation pointed out in particular that it is necessary to have a human network base required for global development, to share assessment system with universities abroad, and to recognize the importance of kaizen review based on PDCA cycle, in order to improve the quality of education even after accreditation. The presentation also explained the system practiced in business school accreditation and how the system was developed internationally, and the reason why ABEST21 accreditation is accepted by an increasing number of business schools in ASEAN countries.



The session was attended by many people related to domestic accrediting institutions. In the Q&A session following the presentation, questions were raised such as "Why is global development needed for accreditation?" and "Why does ABEST21 focus on Asia?" The following facts were explained: ABEST21 has

originally conducted sector-specific accreditation based on the global viewpoint for professional graduate schools (business schools) at Hitotsubashi University, Kyoto University, Kobe University, University of Tsukuba, Aoyama Gakuin University, Kwansei Gakuin University, Nanzan University and Waseda University. Assessment based on such global perspective has led to accreditation for MBA programs in ASEAN countries, including Management and Science University (Malaysia), University of Brawijaya (Indonesia), SP Jain School of Global Management (Singapore). As a result, ABEST21 accreditation has developed globally, and at present 11 business schools from 7 countries are under accreditation process, including Japan (1 school), Australia (1), Russia (1), China (1), Thailand (2), Malaysia (2), and Indonesia (3).

2) Board Meeting of the Council for Human Resources Development

On September 6, 2012, the Board Meeting of the Council for Human Resources Development was held at ABEST21 Office. The Council was established as a part of the Collaboration Program "Sharing Quality of Management Education and Development of Mutual Assessment System" under "The Program for the Support of Strategic University Collaboration towards University Education Enhancement 2009" by MEXT. On October 28, 2009, Inaugural Meeting was held at Tokyo Chamber of Commerce and Industry, attended by Mr. Tadashi Okamura, Chairman of the Japan Chamber of Commerce and Industry; Mr. Atsuyuki Asano, Director, Office for Professional Graduate School, Technical Education Division, Higher Education Bureau, MEXT; and Mr. Susumu Yamauchi, then Vice President of Hitotsubashi University. In the past two years, 19 meetings were held on regular basis and 2 proposals were presented as a consensus of opinions raised in the meetings.

The Collaboration Program "Sharing Quality of Management Education and Development of Mutual Assessment System" under "The Program for the Support of Strategic University Collaboration towards University Education Enhancement 2009" by MEXT ended on March 31, 2012. The Board members discussed continuity, position and concept of the Council activities in the future. The meeting agreed on the need to continue the activities, after affirming the social significance of discussing "nurturing of management professionals in Japan and development of business schools" on industry-academia basis. The Council organization will be reinforced by establishment of administrative system. The present members of the Council are as follows (Honorifics omitted).

1) Business school (listed by university name in alphabetical order)

- Fumio Takahashi, Dean and Professor, Graduate School of International Management, Aoyama Gakuin University
- Hiroshi Kanno, Dean and Professor, Graduate School of International Corporate Strategy, Hitotsubashi University
- Hirokazu Kono, Dean and Professor, Graduate School of Business Administration, Keio University
- Fumitoshi Mizutani, Dean and Professor, Graduate School of Business Administration, Kobe University
- Yoshitaka Kai, Dean and Professor, Institute of Business and Accounting, Kwansei Gakuin University
- Yoshihiro Tokuga, Dean and Professor, Graduate School of Management, Kyoto University
- Toshihiko Shiraki, Dean and Professor, Graduate School of Business Administration, Nanzan University
- R. Taggart Murphy, MBA-IB Chair and Professor, Graduate School of Business Sciences, University of Tsukuba
- Tatsuyuki Negoro, Professor and Director, Waseda Business School, Waseda University
- Ken Kaminishi, Dean and Professor, Graduate School of Innovation & Technology, Yamaguchi University

2) Company (listed by company name in alphabetical order)

- Takeshi Hibiya, Full-time Corporate Auditor, Fuji Xerox Co., Ltd.
- Takashi Kosaka, General Manager, Japan HR Planning Group, Japan HR Planning Department, HR Division, NISSAN MOTOR CO., Ltd.
- Takenori Ieda, Senior Executive Manager, NTT DATA CORPORATION
- Hiroaki Nishimura, Executive for Overseas Affairs, HR Group, Panasonic Corporation

- Youichi Furuno, Director, Institute for Organizational Behavior Research, Recruit Management Solutions Co., Ltd.
- Makoto Takenaka, General Manager, General Administration Dept., Management Support Center, Nippon Steel Engineering Co., Ltd.
- Osamu Kishimoto, General Manager, Corporate Human Resources Development Dept., Sony Corporation
- Tokuji Sano, Representative Director President, Toshiba Human Resources Development Corporation
- Kazutaka Yoshimura, General Manager, Toyota Institute, Toyota Motor Corporation

3) Accrediting institution/related economic body

- Fumio Itoh, President, ABEST21

4) Observer from the Government Office

- Yuuichi Imai, Director, Office for Professional Graduate School, Technical Education Division, Higher Education Bureau, MEXT
- Akihiro Sato, Deputy Director, Office for Professional Graduate School, concurrently Deputy Director, Technical Education Division, Higher Education Bureau, MEXT
- Koutaro Takahashi, Promotion Unit Chief, Office for Professional Graduate School, Technical Education Division, Higher Education Bureau, MEXT

3) ABEST21 Committee schedule for the second half of FY2012

The following committees are scheduled to meet in November-March 2012. Details will be announced later.

- November 1, 2012: Joint Research Project-6 Seminar, visit to the Sony Corporation Head Office
- November 2, 2012: Peer Review Committee
- January 11, 2013: Peer Review Committee-Group A
- March 7, 2013: Peer Review Steering Committee
- March 8, 2013: Accreditation Committee, ABEST21 Board meeting, General Assembly
- March 9, 2013: International Symposium

3. ABEST21 Membership Services

1) Meeting with Rector Professor Akhmaloka of Institut Teknologi Bandung

On September 3, 2012, ABEST21 Peer Review Team for Institut Teknologi Bandung visited Rector and Professor Akhmaloka (left in the picture) at Institut Teknologi Bandung, Indonesia, to hear the school's policy on globalization of higher education. The interview was conducted as part of the ABEST21 Business Accreditation process for School of Business and Management, Institut Teknologi Bandung, to hear about the strategies and policy for issues including globalizaion of School of Business and Management. Peer Review Team consists of 5 members from 4 countries, i.e. Indonesia, Australia, Thailand and Japan.



2) New School Member: Graduate Program of Management and Business, Bogor Agricultural University, Indonesia (MB-IPB)

We are pleased to announce that Graduate Program of Management and Business, Bogor Agricultural University, Indonesia (MB-IPB) has joined ABEST21 as a school member. The Program was recommended by ABEST21 Indonesia Committee, and its application to membership was approved by the ABEST21 Membership Committee. Bogor Agricultural University was established in 1963 as a national university focusing on tropical agriculture and life sciences. There are 9 faculties including agriculture science and veterinary science. The school is located in Bogor, West Java, about 60 kilometers south of Jakarta. There are 5 campuses in Bogor including Darmaga Campus. Total school area is over 665 ha., with approximately 40,000 students. The new ABEST21 member, Graduate Program of Management and Business (MB), was established in 1991 after its predecessor Master of Management in Agribusiness Program which has 1,800 alumni. The Graduate Program has approximately 480 students. The Program Director is Dr. Arief Daryano. Bogor University web site: www.ipb.ac.id

4. ABEST21 Research Services

Joint Research Project-6: "Business Management Case Writing" Research Schedule

Through development of the past Joint Research Projects, ABEST21 realized the need for business school education to change its nature in nurturing excellent management professionals: namely, the need to shift from traditional education built around "finding the right answer" to a new approach built around "finding a doable solution". There is a growing expectation for business schools to apply practical, interdisciplinary approaches to nurture business leaders equipped with skills required by companies. To find effective teaching methods in management education, collaboration with companies is indispensable. For nurturing of management professionals, it is necessary to establish a platform to deepen industry-academia relationship and to write case materials. In the globalizing economy, we must understand that perspectives differ depending on business environment, and the case materials need to be developed focusing on local features with attention to diversity in culture, society and economy.

ABEST21 will proceed with Joint Research Project-6 with the following objectives: 1) to create platform of knowledge sharing within ABEST21 members (business schools and affiliate members), 2) to enhance industry-academia collaboration in an effort to jointly develop teaching materials for use of ABEST21 school members and affiliate members, 3) to further develop ABEST21 as an alliance of global business education.

In Joint Research Project-6 case writing, a particular issue for one company will be the object of research. Two or more subsidiaries of the company in different countries will practice the research from different angles and perspectives reflecting the regional features. The suggested research topics are 1) Supply Chain Management, 2) CSR, 3) IT Management, 4) Innovation, 5) Human Resource Development, 6) Marketing.

Activities are scheduled as follows.

- August 15 to September 15, 2012: ABEST21 to confirm a company to participate in Project-6
- September 16 to 30, 2012: ABEST21 to inform all members and confirm participating members
- October 1 to 15, 2012: Assemble research team and choose the team leader
- October 16 to 30, 2012: Specify research topic in each country
- November 1, 2012: Case writing training session
- November 15, 2012 to February 15, 2013: Field work and case writing
- February 16 to 28, 2013: Submit case draft to ABEST21
- March 3 to 5, 2013: Presentation of cases
- March 10 to April 30, 2013: Submit final version of cases for publication
- May to June, 2013: Printing of the case book

5. ABEST21 Accreditation Services

1) On-Site Interview at Institut Teknologi Bandung

On September 3, 2012, On-Site Interview for Self-Evaluation Report for School of Business and Management, Institut Teknologi Bandung, Indonesia, was conducted by the Peer Review Team. The On-Site Interview included response to questions sent by the PRT in advance, student interview, facility tour, and remarks given by the PRT Chair.



Hearings with the Executives



Student interview

2) Mentoring at Universitas Padjadjaran

On September 4, 2012, orientation on ABEST21 Business Accreditation was held at Faculty of Economics and Business, Universitas Padjadjaran (UNPAD) in Bandung City, Indonesia. Dean Nury Effendi (second from the left in the front row) and his accreditation task team reported on "Accreditation Plan" as a result of self-analysis, and we responded with some comments. We appealed the purpose of accreditation: to guarantee the quality of education to the stakeholders, identify kaizen issues appropriately based on the criteria, and make efforts to solve the issues organizationally to enhance the quality of education.

