



ABEST21 e-News

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

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ABEST21 Office Report

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- Graduate School of Innovation & Technology Management, Yamaguchi University, visited on June 12, 2013.
- Board Meeting of Council for Human Resources Development held on June 18.
- Interview for "Kyouiku-Tsushin" given on June 20.
- APMMI Workshop in Indonesia attended on June 22.
- Bogor Agricultural University, Indonesia, visited on June 23.
- ABEST21 Chiang Mai Conference held at Chiang Mai University, Thailand, on July 5.
- The 1st ABEST21-QMC Executive Meeting held on July 18.
- Peer Review Team Network Committee held on July 25.
- Toshiba Corporation visited on July 30.
- The 2nd ABEST21-QMC Executive Meeting held on August 5.
- Graduate School of Management, Kyoto University, visited on August 7.

1. Quality Assurance and Accreditation System-5

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"Educational Programs"

The second field of ABEST21 accreditation items is Educational Programs. Educational Programs are important evaluation items because they are the key to assuring that students gain the necessary expertise to acquire the qualities as outlined in the School's mission statement. In order to ensure the effectiveness of the Educational Programs, we need to assess the effectiveness of factors including "Learning Goals", "Curriculum", "Educational Level", and "Measures to Improve Educational Quality". Here are some specific examples of the items to be evaluated.

First of all, "Learning Goals" for expertise and skills which students are expected to develop must be clarified. To nurture world-class professionals, the goals must be set to meet the needs of this age, in light of cultural, social, and economic innovation and globalization as well as science and technology development.

The tool to realize these goals is "Curriculum". This is the core item in evaluating the effectiveness of the "Educational Programs". Good curriculum will ensure that the students gain the necessary expertise to acquire the qualities as outlined in the school's mission statement. Assessment of curriculum includes perspectives such as systematic design, bridging theory and practice based on practical needs, acquirement of advanced expertise, skills and vocational capability, promoting ethical behavior and widening of international perspective. There should also exist a process of reviewing whether curriculum is improved in response to the changes in the educational research environment.

The next issue is "Educational Level" in the teaching based on the curriculum. If the educational level is poor, it may be difficult to nurture human resources to realize the mission statement, or to guarantee the

effectiveness of the curriculum. It is very important to think how to maintain the educational level. In assessing the educational level there are several key perspectives: maintenance of learning environment and guidance system, securing necessary class hours for study per credit, appropriate course schedule, limiting the number of credits per registration, stating clear criteria for grades and completion of the course, maintaining objectivity and strictness in grading and judgment of course completion, maintaining adequate number of students per course, providing appropriate course guidance, advisory support for study and career development, sharing information of students' course registration and credit earning among the faculty, etc.

Finally, the issue of "Measures to Improve Educational Quality" concerns the school's efforts as a whole. It is a question of having a system to spot issues for improvement and actually make improvements in response to the changes in the educational research environment. For example, we can consider a syllabus, which is a kind of contract regarding the course between the school and the students. It is necessary to spot any problems based on the different perspectives: whether the class is conducted according to the syllabus, peer review of the syllabus, sufficient research based on data of student registration, credit earned, academic performance, course completion and career options. Effort must be made to improve any problem found. Without such effort, it may be difficult to improve the quality of education, and therefore – to realize the mission statement.

Regarding this issue of Educational Programs, I believe that without a system to provide feedback between the organization and the environment, or the organization and the stakeholders, it is impossible to create an educational research environment which meets the needs of globalization. (Fumio Itoh, ABEST21 President)

2. General Information

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1) Change of status from non-profit organization to general incorporated association

On Friday, July 5, 2013, ABEST21 extraordinary general assembly was held at Chiang Mai University, Thailand, chaired by Dr. Ming Yu Cheng (ABEST21 Executive Secretary). Detailed explanation on the proposal to change from non-profit organization to general incorporated association was provided by President Itoh. After exchange of opinions, the proposal was ratified supported by more than three-fourths of the regular members including proxy.

ABEST21 was established on July 1, 2005 and was certified by the Governor of Tokyo as a non-profit organization on May 22, 2006. Having gained the NPO status, ABEST21 was certified by the Japanese Minister of Education, Culture, Sports, Science and Technology as an accreditation institution for professional graduate school of business on October 12, 2007, and as an accreditation institution for professional graduate school of intellectual property on October 31, 2011. Until March 2013, ABEST21 has conducted accreditation for 13 business schools in and outside Japan. In 2013 academic year, we are doing assessment for 19 schools. Unfortunately however, our efforts in international development of accreditation were never evaluated correctly, because ABEST21 is a non-profit organization. Therefore as a first step, we changed our status to a general incorporated association. Our next step is to become a public interest incorporated association by having our accreditation business for higher education in Japan recognized as serving the public interest.

Application procedures were entirely entrusted to the President. In the application, the current three board members based in Japan were stated in the bylaw as founding members, since it was difficult to obtain necessary documents from the international board members.

2) ABEST21 Meetings Schedule

We are planning to hold several ABEST21 meetings in the coming months, and this is an advance notice

to ask you to please reserve these dates in your schedule. Additional information will be forthcoming.

- Tokyo Conference
Thursday 7 November to Friday 8 November 2013
Session 1: Peer Review Committee 2013
Session 2: School Presentation
Session 3: Company Presentation
Session 4: Discussion on Accreditation System Model
- General Assembly and Board Meeting
Saturday 8 March 2014
- International Symposium
Saturday 8 March 2014
- Local Network Conference 2014
The Shenyang Conference will be held at the Northeastern University in Shenyang, China in next June, 2014.

3. Network Information

1) Chiang Mai Conference 2013

Chiang Mai Conference 2013 was held from July 4 to 6 at Chiang Mai University, Thailand.

- Day 1 (Thursday, July 4): Welcome reception was held at night safari park hosted by Chiang Mai University. We observed closely the life of tropical nocturnal animals.
- Day 2 (Friday, July 5): Following the keynote speech, reports on CSR-Case Writing and Joint Research Project-7 Asia Business Accreditation System Model were given. Active discussions were made among 50 participants including deans of business schools in Asia. Keynote speech was given by Dr. Sooksan Kantabutra of Mahidol University on "Philosophy of Sufficiency and Its Implications on Management Education", which introduced the Sufficiency Economy concept, referred to in the message of HM King Bhumibol Adulyadej of Thailand. As for Fuji Xerox CSR-Case Writing, research results were presented by the country representatives, Dr. Yuji Maeda (Kwansei Gakuin University) of Japan, Dr. Azlan Amran (Universiti Sains Malaysia) of Malaysia, Warat Winit (Chiang Mai University) of Thailand, and Dr. Arief Daryanto (Bogor Agricultural University) of Indonesia. Presentation on Joint Research Project-7 was given by President Itoh with detailed explanation on Asia Business Accreditation System Model. The presentation was followed by the discussion and the group reports. The issues raised will be discussed by the committee by way of preparation for partial amendment of Accreditation Outline scheduled in 2014.



- Day 3 (Saturday, July 6): We attended the Witness Suthep Hill Trekking departure ceremony on the campus at 7:00 a.m., seeing off the new students wearing their departments' colors.

2) Board Meeting of Council for Human Resources Development

The Board Meeting was held at ABEST21 office on Tuesday, June 18. The agenda included personnel matters regarding board members and auditors for the next term, and the positioning of the Council in line with the new status of ABEST21 as a general incorporated association. As a result of discussion, all board members were reappointed, and it was decided that part of the rules for the Council will be amended in accordance with the new status. The process of discussing the "Industry-government-academia relationship in nurturing management professionals" in preparation for the third phase proposal was also confirmed. It was agreed that the members will continue with project research presentations.

3) Attending the APMMI Workshop

On Saturday, June 22, APMMI (Asosiasi Program Magister Manajemen Indonesia) Workshop was held at Universitas Bengkulu, located in Sumatra, Indonesia. APMMI is a solidarity body of Indonesian universities offering management program in their master's courses. The association is chaired by Professor Arief Daryanto (Director, Graduate Program of Management and Business, Bogor Agricultural University). In the Workshop, President Itoh of ABEST21 delivered a keynote speech on "Quality Assurance of Graduate Business Education in a Globalized World: The Role of ABEST21", followed by Dr. Illah Sallah



(Director of Academic and Student Affairs for Higher Education) on "Accreditation and Quality Assurance in MM/MBA Programs: The Role of Independent and Autonomous National Accrediting Body". In the session on "International Accreditation and Quality Assurance in Practices", Dr. Tengku Ezni Balqiah (Universitas Indonesia) reported on ABEST21 project research. Since APMMI plans to establish an accrediting institution, ABEST21 is ready to support APMMI by sharing quality enhancement efforts for business schools in Indonesia.

4) Visit to MB-IPB, Bogor Agricultural University

On Sunday, June 23, we visited the campus of Graduate Program of Management and Business, Bogor Agricultural University, at Bogor, Java, guided by Professor Ujang Sumarwan. Various educational and research facilities for agricultural and veterinary studies stand on the vast land. A total of 480 students study in the Agribusiness Program of the business school. Additional buildings are being built. Founded in 1963, Bogor Agricultural University has 5 campuses and 9 faculties, with approximately 40,000 students in total. Graduate Program of Management and Business was launched in 1991.



The dean is Professor Arief Daryanto, who is also the head of APMMI.

4. Accreditation Information

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1) New Accreditation System

On Friday, July 5, in the afternoon session of Chiang Mai Conference, chaired by Dr. Ruslan Prijadi, President Itoh explained the Asia Business Accreditation System Model in detail. The explanation had three parts: part 1 - amendment to accreditation outline, part 2 - improvement of assessment process, and part 3 - partial amendment to accreditation standards. These issues were discussed in groups. A Review Committee will be set up to handle the results of discussion, to prepare for actions in 2014.

2) Accreditation activities in 2013

Activities in 2013 will include reviews of the following reports submitted by the end of June 2013: Self-Evaluation Reports by 4 schools, Accreditation Plans by 5 schools, Improvement Reports by 6 schools, and Progress Reports by 4 schools in their second round of accreditation. We will evaluate the educational quality assurance for a total of 19 schools. The Peer Review Teams for respective schools consist of 5 members each, which means nearly 100 members will be involved in the review process. Effective 2013, all Japanese business schools will prepare their reports in English, in the same way as in the accreditation conducted by U.S. and European institutions. There are cases where maintenance accreditation for a Japanese business school is reviewed by a team consisting of international members only. Japanese business schools must withstand such review on an international level in order to create an educational research environment which meets the needs of the age of globalization.

We are planning to hold the Peer Review Committee and the Accreditation Committee in the coming months, and this is an advance notice to ask you to please reserve these dates in your schedule. Additional information will be forthcoming.

- Peer Review Committee
 - The 1st Meeting 2013: Thursday 7 November to Friday 8 November 2013
 - The 2nd Meeting 2013: Thursday 6 March 2014
- Accreditation Committee
 - Friday 7 March 2014

3) Launch of Maintenance Accreditation

The professional graduate school system in Japan started in 1999. As well known, these schools are required to undergo field-specific accreditation once every five years. Consequently, for some schools ABEST21 business accreditation in 2013 will be conducted for the second round. To differentiate it from the initial accreditation, the second round is called the maintenance accreditation. In maintenance accreditation, emphasis is put on educational quality improvement which calls for establishment of an education system aiming to create an educational research environment in accordance with globalization tendencies. This is why ABEST21 requested the schools to prepare their self-evaluation analysis in English. Respective business schools met our request by submitting their Progress Reports in English. From now on, many schools in Asia will have the chance to understand the reality of education system in Japanese business schools which may be reflected in the improvement of their system, while the Japanese schools will learn from the opinions of the Asian schools and make efforts to create a universal system.

4. Membership Information

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1) School of Business and Economics, University of Management and Technology, Pakistan

School of Business and Economics, University of Management and Technology has joined ABEST21 as the first school member from Pakistan, after being approved by the Membership Committee. University of Management and Technology was established in 1990 in Lahore, Punjab State, on the border with India. The school was originally founded as Institute of Leadership and Management, a medium-sized private university. There are approximately 5,500 students and 300 faculty members. The new ABEST21 member, School of Business and Economics, was established in 1990 and currently educates approximately 1,200 students. The School of Business and Economics is represented by Dr. Rukhsana Kalim.

The School website: <http://www.umt.edu.pk/>

2) University Teaching & Learning Centre, Universiti Utara Malaysia

Teaching & Learning Centre, Universiti Utara Malaysia (UUM) has joined ABEST21 as the first affiliate member from Malaysia, after being approved by the Membership Committee. Since Othman Yeop Abdullah Graduate School of Business, one of the graduate schools from Universiti Utara Malaysia, is already a school member of ABEST21, the Teaching & Learning Centre will be the second ABEST21 member from the same university. Established in 1984 as the sixth national university in Malaysia, UUM specializes in management education in accordance with the government policy. Approximately 31,000 students study on the campus at Sintok, Kedah State, near the border with Thailand. The new ABEST21 member University Teaching & Learning Centre is a research center organizing workshops on different topics such as Open Educational Resources. University Teaching & Learning Centre is represented by Deputy Director Zulikha Binti Jamaludin. The School website: <http://www.uum.edu.my/index.php/en/>

3) Introducing New Members

We are also pleased to inform that the following business schools have become ABEST21 members. They will be introduced in the next issue of eNews-No.59.

School Members:

- Faculty of Economics and Business, University of Lampung, Indonesia
- Faculty of Economics and Business, Hasanuddin University, Indonesia

Individual Members:

- Professor Ishak Haji Ismail (Graduate School of Business, Universiti Sains Malaysia, Malaysia)
- Professor Hasnah Haji Haron (School of Management, Universiti Sains Malaysia, Malaysia)
- Professor Roberto M. Arguelles (School of Accountancy and Business, Saint Louis University, Philippines)

Reciprocal Agreement Member

- AFEBI (Asosiasi Fakultas Ekonomi & Bismis Indonesia)

4) Introducing New Deans

We introduce the new representatives of ABEST21 school members as a result of change in personnel at respective schools.

- Dean Candra Ananda, Faculty of Economics and Business, Universitas Brawijaya, Indonesia
- Director Jaafar Pyeman, Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Malaysia
- Dean Sofri Yahya, Graduate School of Business, Universiti Sains Malaysia, Malaysia
- Dean Uichiro Nishio, Institute of Business and Accounting, Kwansei Gakuin University, Japan

5. Local Network Committee Information

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New Chairs for Local Network Committees

Since the one-year term for the chairmanship of the Local Network Committees has terminated, we introduce the newly appointed Chairs.

- Indonesia Local Network Committee:
Director Arief Daryanto, Bogor Agricultural University, Indonesia
- Malaysia Local Network Committee:
Dean Noor Azizi Ismail, Universiti Utra Malaysia, Malaysia

6. ABEST21-QMC Information

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Establishment of ABEST21-QMC

We would like to announce the establishment of a new organization, ABEST21 Quality Management Consulting Corporation (ABEST21-QMC). It is a separate body from ABEST21. It was established to enhance the public interest of ABEST21 accreditation activities and to ensure sound management of ABEST21. The new corporation will support the promotion of university education innovation based on the experience and knowledge of ABEST21.