



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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December 2013

- 13th: On-site interview at Graduate School of International Corporate Strategy, Hitotsubashi University
- 20th and 21st: On-site interview at Graduate School of Business Administration, Kobe University
- 27th: On-site interview at School of Business Administration, Northeastern University, China

January 2014

- 8th: Joint Seminar by ABEST21, APPMI and AFEBI
- 9th: On-site interview at Faculty of Economics and Business, Universitas Padjadjaran, Indonesia
- 10th: Visit to Faculty of Economics and Business, Universitas Diponegoro, Indonesia
- 14th: The 17th ABEST21-QMC Executive Meeting
- 16th: On-site interview at Graduate School of Business Sciences, University of Tsukuba
- 20th: The 18th ABEST21-QMC Executive Meeting
- 22nd: Coordinating Committee for Accreditation in 2013
- 24th: On-site interview at Graduate School of International Management, Aoyama Gakuin University
- 27th: On-site interview at Graduate School of Management, International Islamic University Malaysia, Malaysia
- 29th: On-site interview at Graduate School of Business, Universiti Sains Malaysia, Malaysia

1. Quality Assurance and Accreditation System - 10

Quality assurance and PDCA cycle

In the constantly changing environment, efforts aimed at improving quality of education become a standing mission of educational institutions. Receiving accreditation does not mean that such efforts can be abandoned. A single accreditation does not assure that the quality of education in a given school will be always at the same level. The environment is changing so rapidly that the educational quality becomes obsolete in a short time, making it impossible to nurture human resources to meet the social needs. To fulfill the expectations of the social stakeholders, quality enhancement of school education must keep pace with the changes of environment.

Based on my personal experience, I regret to say that many universities merely consider accreditation as one of the unavoidable pass points. Many schools only aim at obtaining the badge of accreditation or the certification mark. Their priority is given to meeting the standards, and little attention is paid to overcoming the challenges to improve the quality of education in accordance with the change of environment. I notice that those schools seek to clear this hurdle with the least effort.

ABEST21 regards the process from "initial accreditation" to "maintenance accreditation" as a total accreditation system, where enhancement of educational quality works toward higher goals. Therefore in "initial accreditation", we check whether the following processes are practiced systematically to ensure enhancement of educational quality: strategy planning to implement the mission statement, finding the kaizen issues in order to practice the strategies, action planning to solve the kaizen issues, and appropriate decision-making for each process.

After the initial accreditation, the school is evaluated on the basis of its action plan progress, of whether the PDCA cycle is working efficiently. The accredited school must implement the yearly plan according to its action plan, and report the result. If the plan is not carried out as scheduled, the school must give reasons as well as its plan to improve the situation, and receive evaluation and advice. The progress plan report is submitted by the accredited schools every year during the three years after the accreditation, and reviewed by ABEST21.

Since the validity period of the initial accreditation is five years, the accredited schools need to update their certification by receiving maintenance accreditation. The process starts at the fourth year after initial accreditation. In maintenance accreditation, we review the level of enhancement of educational quality through PDCA cycle in the three years after initial accreditation, so as to assure the stakeholders that their needs are met.

ABEST21 accreditation can be expressed in this way: ABEST21 members get a medical checkup (accreditation), spot diseases (kaizen issue) if any, make effort to cure them with the advice from the doctors (Peer Review Team), and gain energy for further development in the changing environment. (Fumio Itoh, ABEST21 President)

2. General Information

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1) General Assembly 2014

On Saturday, March 8, 2014, General Assembly for 2014 will be held at the Tokyo Campus of University of Tsukuba. The agenda includes business plan for 2014, shift to general incorporated association, implementation of the new quality assurance system, and granting of quality assurance certificate. Dr. Ganjar Kurnia, President of Universitas Padjadjaran, Indonesia, will give a special speech at the certificate-granting ceremony.

3. Network Information

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1) International Symposium

On Saturday, March 8, 2014, ABEST21 International Symposium for 2014 will be held at the Tokyo Campus of University of Tsukuba, focusing on "A Perspective on International Quality Assurance of Management Education in Asia". Keynote speech will be given by Dr. Zaleha Kamarudin, President of International Islamic University Malaysia, followed by panel discussion by the representatives of ABEST21, BAN-PT, and AQAN. Final report on ABEST21 Joint Research Project-6, Fuji Xerox CSR Case Writing, will be presented. Details will be reported in our next issue.

2) Visit to Faculty of Economics and Business, Universitas Diponegro (UNDIP)

On Friday, January 10, 2014, President Itoh of ABEST21 visited Universitas Diponegro in Semarang City in Java, Indonesia. Guidance was provided for submission of Initial Accreditation Report scheduled in June, such as analysis on various issues pointed out by the Peer Review Committee in November 2013.

4. Membership Information

Some of the ABEST21 member schools representatives (deans, etc.) have changed due to personnel reshuffle at respective schools.

1) Dean Ari Kuncoro, Ph.D.

Faculty of Economics and Business, Universitas Indonesia, Indonesia

Prof. Ari Kuncoro was appointed the Dean of Faculty of Economics and Business, Universitas Indonesia, Indonesia, succeeding Dr. Fihz Firmanzah.

Prof. Ari Kuncoro, SE, MA, Ph.D. was successfully elected as the Dean of the Faculty of Economics and Business for the period 2013-2017. The decision was endorsed by the Rector of Universitas Indonesia Prof. Dr. Ir. Muhammad Anis, M.Met. The inauguration was held on 20 December 2013.

Prof. Ari Kuncoro is a lecturer of the Faculty of Economics and Business and an expert in the field of monetary economics. After graduating from the Universitas Indonesia in 1986, he continued his graduate education at the University of Minnesota in the field of development economics and graduated in 1990. In 1994 he completed his doctoral education at Brown University. He has been awarded as an outstanding lecturer, who administers several courses such as Macroeconomics and Microeconomics.

Prof. Ari Kuncoro stated a number of initiatives that will be implemented during his term. These initiatives focus on the system of recruitment and promotion of lecturers, improving the quality of curriculum, and enhancing faculty governance transparency. In terms of research, he hopes to combine teaching with research on development economics and business.

Faculty of Economics and Business, UI: <http://www.ui.ac.id/en/academic/page/fe>



2) Dean Wihana Kirana Jaya, Ph.D.

Faculty of Economics and Business, Universitas Gadjah Mada, Indonesia

Dr. Wihana Kirana Jaya was appointed the Dean of Faculty of Economics and Business, Universitas Gadjah Mada, Indonesia (FEB UGM), succeeding Dr. Marwan Asri.

Dean Wihana Kirana Jaya, Professor of Economics, has more than 25 years' experience in higher education, public policy, and economic consulting. Before becoming the Dean of FEB UGM in 2012, he held the position of the Vice Dean for Cooperation, Alumni and Student Affairs of FEB UGM, and prior to that – the position of the Director of Center for Economics Studies and Public Studies at Universitas Gadjah Mada.

Dean Wihana Kirana Jaya obtained his Bachelor of Science degree in 1983 from Faculty of Economics Universitas Gadjah Mada, Master of Social Science from University of Birmingham, and a PhD from Monash University, Australia. His main areas of research are Fiscal Decentralization, Institutional Economics, and Regional Economy. He has authored several articles, books, and book chapters, and was awarded numerous research grants.

Dean Wihana Kirana Jaya is a member of Indonesian Economists Association with the area of



expertise in institutional economics, public policy, and social issues, focusing on social development through economic improvement. Most of his research has been done in East Indonesia in collaboration with the local government. In addition, his activities include participating in the Advisory Board Regional Enterprise in Indonesia, acting as an expert for the Minister of Finance of the Republic of Indonesia, and leading several projects such as Capacity Building Programs on Public Expenditure Analysis and Capacity Harmonization (for World Bank), Evaluation of Capacity Building on Decentralized Area (for ADB), Developing Policies on Budget Priority of Papua Province (for Papua local government).

Under his leadership as a dean, FEB UGM enhances its international cooperation, develops laboratory facilities for students, and encourages academicians to develop skills and knowledge in economics. Local wisdom and social concern are promoted to give additional value for FEB UGM. Faculty of Economics and Business, UGM: <http://feb.ugm.ac.id>

3) Director Jaafar Pyeman, Ph.D.

Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Malaysia

Dr. Jaafar Pyeman was appointed the Director of Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM), Malaysia, succeeding Dr. Zuriah Abdul Rahman.

Associate Professor Dr. Jaafar Pyeman previously held the positions of Deputy Dean (Research and Industrial Connections) of the Faculty of Business Management UiTM, Head of Professional & Offshore Program at Arshad Ayub Graduate Business School (AAGBS) and Head of Postgraduate Studies at Malaysia Institute of Transport (MITRANS). He was involved in the planning, development and delivery of the programs at both the faculty and institute. Dr. Jaafar Pyeman had also contributed



significantly as a Principal Consultant to the Malaysian Government in providing the recommendations in restructuring as well as reviewing the fare structure for the land public transport for both Peninsular and East Malaysia. He is also a Fellow of Institute of Business Excellence (IBE) and Malaysia Institute of Transport (MITRANS). He was appointed as a Secretary General of Malaysian Association of Learning and Development (MyLeaD). He was also representing Malaysia and UiTM at the International Federation for Training and Development Organizations (IFTDO) 2015 Bidding that was held in Kuwait on 15th April 2012, and Malaysia had been awarded by World IFTDO Board Members to host IFTDO Conference in August 2015.

Dr. Jaafar Pyeman received his BBA Finance (Hons) from Northern University of Malaysia, MBA (Financial Management) from University of Hull, United Kingdom, and PhD (Finance) from UiTM. His areas of specialization are financial economics, investment analysis and portfolio management, corporate finance, credit analysis and financial modeling. His research and consulting work focuses on the quantitative aspects of finance and economics, specifically measurement, modeling, simulation, forecasting and valuation. His articles on financial economics have been published in many leading journals. He has written books in his area of specialization and has presented many papers on finance, economics, investment analysis, financial analysis, corporate finance and credit analysis at the international conferences.

Arshad Ayub Graduate Business School (AAGBS), UiTM: <http://aagbs.uitm.edu.my/>

4) Dean Candra Fajri Ananda, Ph.D.

Faculty of Economics and Business, Universitas Brawijaya, Indonesia

Dr. Candra Fajri Ananda was appointed the Dean of Faculty of Economics and Business, Universitas Brawijaya, Indonesia, succeeding Dr. Dr. Gugus Irianto.



"Faculty of Economics and Business, Universitas Brawijaya was the first business school accredited by ABEST21 in Indonesia. Achieving the ABEST21 accreditation was a thorough process that included conducting a comprehensive self-assessment and developing and implementing a plan to meet ABEST21's standards of excellence. ABEST21 has confirmed that we have a commitment to quality and continuous improvement in the

business and management education. The achievement has become a part of our efforts to ensure our stakeholders that our Faculty has manage resources to achieve our vibrant and relevant vision and mission and advance business and management knowledge and research. Additionally, through the ABEST21 accreditation, we could also ensure our stakeholders that we have been working to provide high-caliber teaching and produce graduates who have achieved specified learning goals.

Looking forward as accredited by ABEST21, the FEB is fully aware of opportunities facing us. We aim to maintain our reputation for international perspective while delivering value to the various stakeholders of the FEB, such as in developing and maintaining our economics and business education and research platforms, in offering academic and professional programs, in engaging our faculty partners, in keeping with the goals of the UB as the parent university, and most importantly, in empowering our students to achieve their goals. To this end, ABEST21 has given us spirit to determine and commitment to the quality and continuous improvement of our better academic lives to all our stakeholders.

The accreditation is not an end of our academic journey. It symbolizes the new academic challenge. Better quality and continuous improvement are our spirit to the academic lives at the FEB for now and future. The year of 2014 is the FEB's 53 years anniversary. It is the year of maturity. More academic efforts are needed and members of the faculty have to be hand in hand facing the future academic endeavor. With the longstanding tradition of teaching and research, we believe that our vision and mission will be accomplished".

(Dean Candra Fajri Ananda) Faculty of Economics and Business, UB: <http://ub.ac.id/en>

5. Quality Assurance Information



1) On-site interview

On-site interviews as a part of the Accreditation and Mutual Assessment in 2013 took place during December 2013 and January 2014, based on review items for document evaluation. A total of eight schools were interviewed, four each for Initial Accreditation and Maintenance Accreditation. Separate interviews were conducted with the



university administration, graduate school administration, and the students, based on the questions that the schools were informed of in advance. Infrastructure was inspected after the interview. ABEST21 has worked on globalization of quality assurance since 2013, therefore all applicant schools analyzed their Self-Evaluation Report in English, and at least three of the five members of the Peer Review Team are from abroad. Consequently, the Review Report on quality assurance is prepared in English and on-site interviews with Presidents and Vice Presidents of the university are also conducted in English.

The Japanese Education Rebuilding Council is discussing "preparation of education research environment on a global standard". ABEST21 strongly believes that globalization of university education must not be left to the international department of the university alone. It should also be promoted by the President who actually exercises international communication. Otherwise, it would be difficult to create an education research environment to meet globalization needs.

2) Signing a Memorandum of Understanding with AQAN

ABEST21 will sign a Memorandum of Understanding with ASEAN Quality Assurance Network (AQAN) at Hanoi, Viet Nam, on Wednesday, March 5. AQAN was established in August 2008 when 11 government-affiliated accrediting bodies participated in the ASEAN Quality Assurance Agencies Roundtable Meeting held at Kuala Lumpur and adopted the Kuala Lumpur Declaration. Based on this new partnership with AQAN, ABEST21 and AQAN will exchange information on enhancement of management education.

3) Holding of Accreditation Seminar

On Monday, February 17, 2014 the 1st Accreditation Seminar for 2014 will be held in Kuala Lumpur, Malaysia. It will include the Initial Accreditation Report Committee which will focus on Initial Accreditation Report to be submitted by the end of June, based on the Accreditation Plans which passed the review in November 2013.

6. ABEST21-QMC Information

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1) Holding of the 2nd ABEST21-QMC Seminar

On Thursday, April 18, 2014 at Minami-Aoyama Kaikan, the 2nd ABEST21-QMC Seminar will take place with the theme "University Reform and Globalization of Education and Research Environment". Scheduled program includes speeches by Mr. Yoshihisa Nagayama (Deputy Director-General, MEXT) on "The Concept of University Globalization", Mr. Akio Omori (Vice President, Maebashi Kyoai Gakuen College) on "Nurturing Global Human Resources at Community-based University", and Mr. Masaaki Tatsuki (Professor, former Vice President in charge of global cooperation, Doshisha University) on "Operation of the new Faculty of Global and Regional Studies" (under negotiation).

7. ABEST21 Local News

1) International Joint Seminar organized by ABEST 21 Indonesia Local Committee, AFEBI and APMMI

On January 8th 2014, ABEST21 Indonesia Local Committee in collaboration with the Indonesian Association for Master of Management/MBA Program (APMMI) and the Association of Indonesian Faculty of Economics and Business (AFEBI) organized an international joint seminar. The theme of the seminar was "*A New Paradigm in Business and Management Education*".

The event was held at the MM-UNPAD Campus Hall, Bandung-Indonesia. President of ABEST21, Dr. Fumio Itoh, delivered a keynote speech on "*The ABEST21 Approach to Quality Assurance and Advancement in Business and Management Education*". Dr. Itoh said that in the age of rapid globalization, nurturing highly skilled professionals in the area of international business is a task of pressing urgency for developing countries such as Indonesia in particular. He said that the ultimate goal of ABEST21 accreditation activities is to ensure that business education develops human resources with advanced professional abilities at the international level.



In the panel session there were three speakers. The first speaker was Dr. Arief Daryanto (ABEST21 Indonesia Local Committee Coordinator, Chairman of APMMI, Director of the Graduate Program of Management and Business, Bogor Agricultural University), who gave a presentation on "*A Paradigm Shift in Business Education and the Role of Business School in Improving Sustainable Competitiveness*". Dr. Arief Daryanto said that given the challenges of the 21st century, a paradigm shift in



management and business education is needed to support the formation of globally competent leaders who will thrive in an era of accelerating change and uncertainty. He also discussed the roles of business school in improving sustainable competitiveness, outlining at least four potential strategic functions: educating people, increasing the stock of codified management and business knowledge, problem-solving and providing public space.

The second speaker was Prof. Wihana Kirana Jaya (Dean of the Faculty of Economics and Business, Gadjah Mada University), who gave a presentation on "*A New Paradigm for Teaching and Learning in Business Education: FEB-UGM case*". He shared FEB-UGM's experience in the process of achieving international accreditation and its challenges.

The third speaker was Prof. Eko Ganis Sukoharsono (Faculty of Economics and Business, Brawijaya University), who delivered a presentation on "*Research in Business and Management Education: Multi-paradigm*". Multi-paradigm refers to the intentional use of two or more paradigms in the same study to guide each element of the research process.

The seminar was attended by nearly 120 Deans, Directors, Professors and Lecturers from Business Schools/Master Management Programs across Indonesia provinces. The seminar was greatly appreciated by all participants.

(Dr. Arief Daryanto, Coordinator of ABEST21 Indonesia Local Committee)

2) New Building of the Graduate Program of Management and Business, Bogor Agricultural University

The Graduate Program of Management and Business, Bogor Agricultural University (MB-IPB) held a ceremony to celebrate the completion of its new building on August 24th, 2013. The new building was inaugurated by the Rector of the Bogor Agricultural University, Prof. Dr. Ir. Herry Suhardiyanto, MSc. About 300 guests, both outside the university and university-related, attended the ceremony and reception afterward.



The new building, as a part of MB-IPB campus, is located at the Jalan Raya Pajajaran, Bogor 16151, Indonesia. It has a floor space of 1500 square meters, which increases the number and capacity of the rooms for academic as well as non-academic activities at MB-IPB. MB-IPB now has extra rooms, including one classroom with capacity of 80 students, one classroom with capacity of 40 students, two small classrooms with capacity of 15 students, two meeting rooms which can also be used as rooms for final examination, the library, the faculty common room, offices, cafeteria and a small music studio. The whole facility is equipped with air conditioning and Wi-Fi access to provide convenience for all stakeholders.

The inauguration of the new MB-IPB building is one step towards establishment of the IPB Business School in the near future. In line with the establishment of the Business School, the School will offer not only graduate programs (master and PhD degrees) that have been offered so far, but also the new Bachelor Program in Business Administration.

After the ceremony, the guests toured inside the new building. At the reception, people enjoyed Indonesian food dishes and special attractions such as a music performance by students. (Dr. Arief Daryanto, Coordinator of ABEST21 Indonesia Local Committee)