



# ABEST21 e-News

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ABEST21

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

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## ABEST21 Office Report

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January 2015

- 08<sup>th</sup> -- Faculty of Economics and Business, Universitas Padjadjaran, Indonesia visits Sony Corporation Head Office
- 14<sup>th</sup> -- PRT On-site Interview at Institute of Business and Accounting, Kwansai Gakuin University
- 20<sup>th</sup> -- Visit to Higher Education Policy Planning Division, MEXT
- 23<sup>rd</sup> – Discussion on the committee program with Peer Review Committee Chair Professor Hiroe Tsubaki

## 1. Quality Assurance and Accreditation System -20

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### Nurturing management professionals based on industry-academia partnership

It is an undoubted fact that business schools basically aim to “nurture management professionals equipped with management skills to lead the business activities in the future”. Business school as an educational institution aims to “build character” and at the same time “foster personnel able to meet the needs of the times”. The on-going international mega-competition caused by the rapid globalization of society, economy, and culture, has formed a diversified, cross-cultural market. As a result, the world demands fostering of excellent management professionals with strong leadership qualities, creativity and understanding of the values of different cultures.

Such management professionals cannot be fostered by the business school education only. Apart from basic education required for the future international players, such management professionals must have advanced skills and expertise to manage an organization in the various cultural environments. At the same time, they must be able to spot management issues instantly and solve the issues on site. In general however, such ability is attained through the business practice and not through the business school education.

Business schools and corporations share a common mission to nurture management professionals. It is achieved jointly, and not by the business school education or corporate training alone. Nurturing management professionals through industry-academia partnership is the need of the times.

The following are the basic competences required from today’s management professionals.

- ① “Entrepreneurial Spirit” to innovate and create the future businesses,
- ② “Indomitable Spirit”, or a commitment to carrying through one’s original goal based on positive thinking, without being discouraged by the severe conditions of the international environment,

③ "Leadership", or an ability to inspire and lead others toward an accomplishment of the corporate vision and mission in any part of the world, by accepting other people or being accepted.

To demonstrate such competences, the following global abilities are required.

- ① "Ability to master management knowledge and skills" to find the problems and solve them in a professional manner,
- ② "Ability to communicate globally" required for business negotiations on the arena of international competition where people with diverse cultural and social backgrounds come together,
- ③ "Ability to manage diversity" which enables the person to appreciate the cultural diversity, to understand the values of the different cultures, and to adapt to the local culture.

In order to nourish such competences, various curricula are developed in the business school education. For instance, to nourish "Leadership", business schools offer "Business Simulation (Management Game)" class based on industry-academia partnership. In a Management Game, a group of 6 or 7 students sets up and runs a virtual company. There will be several competing companies and the teams will compete in terms of profit, market share, stock price, etc. The team, i.e. the company, consists of a President and managers in charge of production, sales, finance, R&D, accounting, etc. The team members analyze the data and jointly make decisions concerning demand forecast, equipment investment, fundraising, profit control, personnel planning, etc. An essential part of the Management Game is the Board meeting where managers and the President give report on the company's business performance or strategy planning to be approved by the Board. To organize the board members, corporate support is essential. The Board of Directors consists of businesspersons with rich experience in practical business. They will raise questions based on real experience and knowledge, evaluate the student team's decisions and proposals from shareholders' point of view, and give advice. Students are able to experience the practice of being in a top management, something which in the real life requires a certain age or job position. Through the opportunity to run a virtual company consisting of various values and cultures, students will learn the "Leadership of the President". They will also learn that without President's leadership, the company may go bankrupt. The Management Game program depends on corporate support. It is a perfect opportunity for students to experience what leadership is.

To master the "Ability to master management knowledge and skills", it is necessary to invite world-class researchers. However, this is not easy to realize within the university budget. It will be ideal for the school to open "sponsored courses" funded by corporate donations in order to invite top researchers. The sponsored course can be shared with the sponsoring company so that both the students and employees of the company will learn from the management education course. In such sponsored course, lectures can be given not only by professors teaching the advanced academic theory to explain the international phenomena, but by professors with rich business experience under international competition.

Furthermore, when training/feedback is needed by the company before sending/receiving overseas expatriates, the business school may be able to provide it through its experts in the specific fields.

Apart from designing an MBA educational program, a business school must develop intensive program to meet the various company needs. In any case, industry-academia partnership is indispensable for nurturing of management professionals. By bridging the academic theory and business practice, we need to aim at an even higher quality of professionals we nurture. (President, Fumio Itoh)

## **2. General Information**

### **1) March Conference program**

On March 5 and 6, 2015, Peer Review Committee, Accreditation Committee, Board Meeting, General Assembly, and International Symposium will be held at the Head Office of Fuji Xerox Co., Ltd. and Waseda Business School. The program as of today is as follows.

Day 1: Thursday, 5th March, 2015、 Venue: Fuji Xerox Co., Ltd.

09:00-10:30: Peer Review Committee

10:30-10:45: Break

10:45-12:15: Accreditation Committee

12:30-14:30: The Board Meeting

14:30-14:45: Break

14:45-16:45: Fuji Xerox Company Lecture

18:00-20:00: Refreshment Party

Day 2: Friday, 6th March, 2015

09:30-11:20: General Assembly

11:30-17:45: International Symposium

11:30-11:45: Opening Remarks

11:45-12:45: Keynote Speech: "Higher Education in a Globalized Society"

12:45-13:45: Lunch

13:45-14:30: Special Speech: "ABEST21 in the past 10 years"

14:30-14:45: Break

14:45-16:30: Group Discussions: "ABEST21 in the future 10 years"

16:30-17:30: Panel Discussions: "Where do we go?"

17:30-17:45: Closing Remarks

### **2) ABEST21 10th Anniversary Ceremony and Celebration Party**

Scheduled as follows:

Date: Tuesday, July 7, 2015

Ceremony: 9 a.m. to 1 p.m. at Hotel New Otani, Tokyo

Celebration Party: 6 p.m. to 8 p.m. at Hotel Mount Fuji, Yamanakako, Yamanashi Prefecture

### **3) Visit to Toshiba Science Museum**

Prior to the 10th Anniversary Ceremony scheduled on Tuesday, July 7, visit to Toshiba Science Museum is planned on Monday, July 6. The Museum is located at Kawasaki City, Kanagawa Prefecture. This is an opportunity to learn about the three missions of Toshiba and Toshiba's evolution from its foundation to the present time, driven by technological advancement, science and technology education, and preservation of industrial heritage.

### **4) 2014 Accreditation Certificate**

Usually the Accreditation Certificates for the schools accredited within one year are granted in March. However, as proposed at the Peer Review Committee held in November 2014, the schools accredited in 2014 will be granted Accreditation Certificates at the ABEST21 10th Ceremony scheduled on July 7, 2015.

### 5) Publication of "ABEST21: 10 years' History"

ABEST21 will publish a booklet "ABEST21: 10 years' History" to commemorate the 10th anniversary. We will be asking school members and affiliate members to contribute a message with photo for this booklet. We thank you for your cooperation in advance.

### 3. Quality Assurance Information

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#### 1) Accreditation Seminar

In the first half of 2015, Accreditation Seminars will be held for applicant schools and schools to submit their SERs as follows:

- April 07 – at the Faculty of Economics and Business, Universitas Brawijaya, Malang, Indonesia
- April 09 – at the Management and Science University, Kuala Lumpur, Malaysia
- April 23 – at ABEST21 Office, Tokyo.

#### 2) On-site Interview at Kwansei Gakuin University (Professional Graduate School)

On January 14, 2015, our international team visited the Institute of Business and Accounting, Kwansei Gakuin University at Nishinomiya-Uegahara Campus, Hyogo Prefecture, for the on-site interview, which is a part of the accreditation process. All interviews were done in English. The team interviewed University President and Professor Osamu Murata (Picture no.1 center), Vice President and Professor Shoichi Ito (left), and Vice President and Professor Masanobu Kosuga (right) on the issue of strategy and policy to support the Institute of Business and Accounting. The team also interviewed Professor Shigeki Sadato (Picture 2, right) to clarify the unclear points in the "Self-evaluation Report". Student interview was conducted at Osaka Umeda Campus on the issues faced by the foreign students and working students.



(Picture 1)



(Picture 2)

#### 3) Term of Validity of Accreditation Eligibility and Accreditation Plan

At the Peer Review Committee held on November 7, 2014, the terms of validity of Accreditation Eligibility and Accreditation Plan were discussed. It was concluded that both Accreditation Eligibility and Accreditation Plan are valid for 2 years from the year of approval by respective committees.

#### 4. Global Knowledge Network Information

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##### 1) Universitas Padjadjaran students visit SONY

On Thursday, January 8, 2015, 30 students from the Faculty of Economics and Business of the Universitas Padjadjaran, a national university in Indonesia, visited Sony Corporation through the courtesy of the company. First, they visited the showroom "The Square" where they experienced the cutting-edge advanced technology including enhanced 4K television and game equipment with live action features. Then Mr. Yamamoto, Deputy Senior General Manager, Corporate Human Resources Division, introduced Sony's philosophy since foundation, such as "Curiosity", and discussed the current business status and human resource management strategies. The Q&A session referred to meeting customer needs in Indonesia and HR issues which global companies face in developing their businesses.



#### 5. Membership Information

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##### 1) Faculty of Economics, Universitas Sriwijaya, Palembang

Universitas Sriwijaya is one of the major public universities in the South Sumatra province. Sriwijaya is named after a trading empire that prospered by dominating the trade route through the Straits of Malacca in the late seventh century. The University was established in 1960, and currently has about 26,000 students studying in two campuses located in Palembang city and its environs. In pursuit of its aim to develop as a research-based university, Universitas Sriwijaya has worked hard at developing itself as a university with a national and global recognition. The university has successfully positioned itself among the top 18 universities in Indonesia. The Faculty of Economics (FE) is one of the first faculties within Universitas Sriwijaya, with a number of students reaching 5,400. For driving the engine of globalization, the Faculty of Economics has established a partnership with Kasetsart University in Thailand and Universiti Malaysia Terengganu. The head of the Faculty of Economics is Dean Dr. Tafiq. Website of FE-Universitas Sriwijaya → <http://www.fe.unsri.ac.id/>

##### 2) Faculty of Business and Economics, Universitas Surabaya, Surabaya

Universitas Surabaya (Ubayaya) is located in Surabaya, a capital city of the East Java Island, Indonesia. Ubayaya is one of the largest private universities in East Java. Ubayaya evolved from University of Trisakti Surabaya and was founded in March, 1968 as a comprehensive private university. There are currently 11,320 students and 315 full-time faculty at the University. Faculty of Business and Economics was established in 1968, and now has about 3,080 students and 70 faculty members, the majority having postgraduate degrees (Master and Ph.D.) from the leading Indonesian and overseas universities in US, UK, Australia, the Netherlands, and the Philippines. The Faculty of Business and Economics has over 10,000 graduates, most of whom occupy senior management positions in the national and multinational companies, governmental agencies, manage their own businesses or are employed by the various national and international universities. The head of the Faculty of Business and Economics is Dean Dr. Suyanto. Website of FEB-Ubayaya is [www.fbe.ubaya.ac.id](http://www.fbe.ubaya.ac.id)