



# ABEST21 e-News

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ABEST21

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

URL: <http://www.abest21.org> TEL. 03-3498-6220 E-Mail: [ABEST21@abest21.org](mailto:ABEST21@abest21.org)  
Editor: Fumio Itoh

## ABEST21 Office Report

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May 2015

- 20<sup>th</sup> -- Interview by Nikkei Career Management
- 28<sup>th</sup> -- Attended the 2<sup>nd</sup> ACP Conference sponsored by Kansai University of International Studies

June 2015

- 2<sup>nd</sup> -- Visit to Universitas Singaperbangsa Karawang, Indonesia
- 5<sup>th</sup> -- Attended the 8<sup>th</sup> Plenary Session of AFEBI
- 5<sup>th</sup> -- Visit to PPM School of Management, Jakarta, Indonesia

July 2015

- 6<sup>th</sup> -- Visit to Toshiba Corporation "Toshiba Science Museum"
- 7<sup>th</sup> -- ABEST21 10<sup>th</sup> Anniversary Ceremony at Hotel New Otani
- 7<sup>th</sup> -- ABEST21 10<sup>th</sup> Anniversary Reception at Hotel Mount Fuji
- 15<sup>th</sup> -- Visit to the Ministry of Education, Culture, Sports, Science and Technology
- 16<sup>th</sup> -- Visit to the Ministry of Education, Culture, Sports, Science and Technology

August 2015

- 10<sup>th</sup> -- Seminar held at Universitas Indonesia, Jakarta
- 12<sup>th</sup> -- Seminar held at Management & Science University, Kuala Lumpur, Malaysia
- 12<sup>th</sup> -- Visit to Universiti Tunku Abdul Rahman, Kajang, Selangor D.E., Malaysia
- 13<sup>th</sup> -- Signed a Memorandum of Arrangement with Malaysian Qualifications Agency at Ministry of Higher Education

## 1. Quality Assurance and Accreditation System - 23

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### Scope of Accreditation

The "Scope of Accreditation" for the professional graduate schools by ABEST21 is Management, as certified by the Minister of Education, Culture, Sports, Science and Technology in October 2007. Management includes fields such as "business administration", "technology management", "finance" and "management information", and ABEST21 accredits the schools specializing in these specific fields. In October 2011, ABEST21 was certified as accrediting institution for "intellectual property" area as well. Therefore currently our scope of accreditation covers professional graduate schools for "management" and "intellectual property". As is generally known, professional graduate school is a school that offers a "professional degree course" in the master's program of a graduate school. The

general educational program in business administration is the so-called Master of Business Administration, or MBA. As of July 2015, there are 33 professional graduate schools in the area of “business and MOT” established in line with the MEXT Establishment Standard for Professional Graduate School. ABEST21 has accredited the following professional graduate schools during the period from October 2007 to July 2015 (10 schools for initial accreditation, and 5 schools for maintenance accreditation).

#### 1) Initial Accreditation

- Graduate School of International Management, Aoyama Gakuin University
- Graduate School of International Corporate Strategy, Hitotsubashi University
- Graduate School of Business Administration, Kobe University
- MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba
- Institute of Business and Accounting, Kwansai Gakuin University
- Graduate School of Management, Kyoto University
- Graduate School of Business Administration, Nanzan University
- Waseda Business School, Graduate School of Commerce, Waseda University
- SBI Graduate School of Management, SBI University
- Graduate School of Innovation and Technology Management, Yamaguchi University

#### 2) Maintenance Accreditation

- Graduate School of International Management, Aoyama Gakuin University
- Graduate School of International Corporate Strategy, Hitotsubashi University
- Graduate School of Business Administration, Kobe University
- MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba
- Institute of Business and Accounting, Kwansai Gakuin University

On the other hand, since 2010 ABEST21 has been utilizing its knowledge and experience in accrediting Japanese business schools to make an international contribution. ABEST21 is involved in the development of MBA program quality assurance process as a “selective accreditation” for improvement of the quality of management education and research at business schools of Asian universities. For example, the MBA programs at Faculties of Economics and Business in Indonesian universities as well as the MBA programs at Graduate Schools of Business in Malaysian universities are the target of accreditation. During the 5 years (as of the end of March 2015), the following 15 schools from 5 countries have been accredited by ABEST21.

#### Initial Accreditation

##### China

- School of Business Administration, Northeastern University, Shenyang

##### Indonesia

- Faculty of Economics and Business, Universitas Brawijaya, Malang
- Faculty of Economics and Business, Universitas Indonesia, Jakarta
- School of Business and Management, Institut Teknologi Bandung, Bandung
- Faculty of Economics and Business, Universitas Padjadjaran, Bandung
- Faculty of Economics and Business, Universitas Diponegoro, Semarang

## Malaysia

- Faculty of Business Management and Professional Studies, Management & Science University, Shah Alam
- Graduate School of Management, International Islamic University Malaysia, Kuala Lumpur
- Graduate School of Business, Universiti Sains Malaysia, Penang
- Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam
- Graduate School of Business, Universiti Kebangsaan Malaysia, Bangi
- Putra Business School, Serdan, Selangor Darul Ehsan
- Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok

## Singapore

- Global Masters in Business Administration, SP Jain School of Global Management, Singapore

## Thailand

- Faculty of Business, Economics and Communications, Naresuan University, Phitsanulok

The reason why ABEST21 accreditation has focused only on the MBA programs is because we regard nurturing of management professionals as the urgent issue that business schools face as a result of economic globalization. Considering the breakdown of the Cold War structure in 1990s, technology innovation development, and the start of the computerization age, the borders between countries will become even lower, and economic globalization will accelerate. We have anticipated this age of global competition in the integrated world market.

Under this global competition, the market is comprised of various cultures. Therefore the managers must understand the values of different cultures. It was clear that nurturing of management professionals with strong leadership and creativity to use advanced management skills would become an urgent need. Thus ABEST21 stated in its Mission Statement in July 2005 that nurturing of management professionals is a mission of the business schools, before starting its accreditation activities to promote globalization of the business education. This is the reason why ABEST21 initially targeted its accreditation activities on the MBA programs.

However, as is known, the education systems in Asian countries vary due to diverse cultural and economic backgrounds. So regarding the globalization of quality assurance process for educational and research activities to nurture management professionals, it is unreasonable to simply align the quality assurance process with the so-called world standard. Globalization does not necessarily mean compliance with a world standard. We also need to think about how to ensure harmony in the context of diverse cultures. The reflection of diverse education systems in Asia in the mirror of economic, social and cultural globalization is the cultures we must harmonize with, and it is important to learn and know about these cultures.

While in Japan the management education and research activities are mostly covered by MBA programs at the business schools, in Indonesia they are generally covered by the master's course management major at the Faculties of Economics and Business. At Universiti Sains Malaysia, this course is a part of the Graduate School of Business, which is separated from the School of Management. Furthermore, in Indonesia, Faculties of Economics and Business comprise departments of Economics, Management, and Accounting, and MBA program is conducted in interrelation among these departments. Under such circumstances, we cannot ignore the quality of education at the department of Economics for the quality assurance of management education. Thus as a first step, "Business Economics" master's course was added to the scope of ABEST21

accreditation in 2015. The globalization of management education and research will not exclude "Business Economics" from the scope of MBA program accreditation. The accreditation should take into account the specifics of management education in Indonesia, and at the same time - aim to create the foundation for management education that is in harmonious co-existence with the world. From the viewpoint of consistency in management education in Asian universities, we at ABEST21 think that it is necessary to extend our quality assurance process from the MBA program to the educational programs that meet the local needs, and to set up a separate process for accrediting bachelor and master/doctor programs. Since ABEST21 accreditation is a selective accreditation for Asian universities, we need to develop the scope of accreditation according to the members' needs. We believe that ABEST21's knowledge and experience obtained from accreditation of 30 MBA programs in the past 5 years will meet the needs of the member schools. This issue of the "scope of accreditation" will be discussed at ABEST21 Peer Review Committee scheduled on October 19 and 20, 2015. The main items to be discussed are as follows.

- 1) Clarify the scope of accreditation for management education.
- 2) Split the management education quality assurance process into separate accreditations for the bachelor program and for the MBA/DBA program, and develop the process for the bachelor program.
- 3) Develop a quality assurance process for departments of international education, as a "selective accreditation" for Japanese management education.
- 4) Others.

ABEST21 accreditation for MBA program is a "selective accreditation" for Asian business schools. The system may be useful for Japan. The bachelor course quality assurance system to be developed by Asian schools will be a reference for the development of quality assurance for Japanese schools' departments of international education. This may also provide an opportunity for universities to change from a "round closed space" to a "place of co-existence with different people" concept, in harmony with the diverse Asian cultures. In order to attract more Asian students to Japan, it is important to promote the "development of globalized educational and research environment" to create contacts with various cultures within campus. (Fumio Itoh, President)

## **2. General Information**

### **1) ABEST21 10th Anniversary Ceremony and Reception**

Details of the ceremony and reception are covered in the ABEST21 e-News No. 76-Special Issue, 2015, available for download through these links:

- (1) [http://www.abest21.org/enews/enews\\_761.pdf](http://www.abest21.org/enews/enews_761.pdf)
- (2) [http://www.abest21.org/enews/enews\\_762.pdf](http://www.abest21.org/enews/enews_762.pdf)
- (3) [http://www.abest21.org/enews/enews\\_763.pdf](http://www.abest21.org/enews/enews_763.pdf)

### **2) Signing of the Memorandum of Arrangement with Malaysian Qualifications Agency at Ministry of Higher Education, Malaysia**

Details about this arrangement are reported in the ABEST21 e-News No. 77-Special Issue, 2015, available for download here:

[http://www.abest21.org/jpn/enews/enews\\_no77moamqa.pdf](http://www.abest21.org/jpn/enews/enews_no77moamqa.pdf)

### 3) Visit to Universitas Singaperbangsa Karawang (UNISKA)

On June 2, President Itoh visited the business school at Universitas Singaperbangsa Karawang, located in the Karawang industrial state between Jakarta and Bandung. Opinions on management education quality assurance were exchanged with the faculty and students of the school, chaired by Dean Professor Dr. H. Sonny Hersona (third from left in the photo). UNISKA is the oldest national university in Karawang region of West Java, established in 1982 by Yayasan Pembina Perguruan Tinggi Pangkal Perjuangan. The Department of Management in the Faculty of Economic was founded in 1993, and Accounting Program was launched in 1994.



### 4) The 8<sup>th</sup> Plenary Session of AFEBI

From June 3 to 5 AFEBI (The Association of Faculty of Economics and Business of Indonesia), a reciprocal member of ABEST21, held its 8<sup>th</sup> Plenary Session in Citra Grand Hotel Karawang. On the first day at Hotel Aula Pemdade, speeches were given by President Prof. Dr. H. M. Wahyudin of UNISKA (left in the photo), Dean Dr. H. Sonny Hersona, and Minister Prof. Dr. Mohammad Nasir (second from right), Ministry of Research, Technology and Higher Education, Republic of Indonesia. Sitting next to Minister Prof. Dr. Mohammad Nasir, President Itoh had a chance to exchange opinions on management education quality assurance for the Faculties of Economics and Business of Indonesian universities, as well as the education system of business schools in Japan. On the second day, in the final session on National & International Accreditation System, President Itoh gave a speech on "International Accreditation of ABEST21" with Dean Ari Kuncoro of Universitas Indonesia.



### 5) Visit to Universiti Tunku Abdul Rahman (UTAR), Malaysia

On August 12, President Itoh visited Universiti Tunku Abdul Rahman (UTAR) where ABEST21 Executive Secretary Prof. Dr. Ming Yu Cheng works, to meet with Vice President Prof. Dr. Ewe Hong Tat and discuss ABEST21 activities.

### 6) 2<sup>nd</sup> ACP Conference at Kansai University of International Studies

The conference was held at Amagasaki Campus of Kansai University of International Studies on May 28, sponsored by the school. ACP (Asian Cooperative Program) Conference aims to conduct joint lectures between the universities in Japan and southeastern Asia. Participants include Universitas Lampung of Indonesia, Management & Science University of Malaysia, University of Philippines Diliman of the Philippines, and Thammasat University of Thailand. President Atsushi Hamana (third from left in the photo) explained the plans to realize the international joint lectures. President Itoh attended as a guest speaker and gave a speech on the significance of joint lectures for the development of the globalized educational and research environment and educational quality assurance.



### 3. Quality Assurance Activities

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#### 1) ABEST21 Accreditation Reviewers Seminar in Indonesia

On August 10, seminar for ABEST21 Peer Review Teams 2015 was held at Universitas Indonesia in Jakarta, attended by about 20 members from all regions of Indonesia. Indonesia Committee Coordinator Dean Ari Kuncoro (FEB-UI), ABEST21 Vice President Dean Candra Fajri Ananda (FEB-UB) and President Itoh explained the method of ABEST21 accreditation and its specifics.



Prof. Dr. Dean Ari Concoro



Prof. Dr. Dean Candra Fajri Ananda

## 2) ABEST21 Accreditation Reviewers Seminar in Malaysia

On August 12, seminar for ABEST21 Peer Review Teams 2015 was held at Management & Science University, Kuala Lumpur, Malaysia for the Malaysian reviewers. Peer Review Committee Chair Prof. Dr. Arfah Salleh (Putra Business School, left in the photo), Executive Secretary Prof. Dr. Ming Yu Cheng (UTAR, right) and President Itoh explained the method of ABEST21 accreditation and its specifics.



## 3) SER Analysis guidance for PPM School of Management

On June 5, President Itoh visited PPM School of Management in Jakarta. The School plans to submit its SER for 2015, and some problems concerning the analysis had to be discussed. The aims of SER analysis were explained to Dean Alexander Liang (second from right) and his task team, and guidance on individual issues was provided. President Itoh explained that it is more important to find out accurately the current issues for improvement, rather than to analyze whether the past educational research activities have met the accreditation standards.



## 4. Global Knowledge Network

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#### Visit to Toshiba Corporation Toshiba Science Museum

On July 6, we visited the Toshiba Science Museum located in Lazona district in Kawasaki City. We were greeted by Mr. Junji Nakayama (General Manager, Toshiba Science Museum), Mr. Naruo Kinoshita (Deputy General Manager, Toshiba Science Museum), Mr. Noritaka Kimura (Chief Specialist, Diversity & Talent Management Group, Human Resources and Administration Div. Toshiba Corporation) and Mr. Jun Kanai (President, Toshiba Human Resources Development Corporation). They explained about the history of Toshiba group, the first product of Toshiba, cutting-edge technology in the areas of



environment, energy, social infrastructure, semi-conductors, digital products, etc., in relation to our future life. Q&A session was held in a separate meeting room.

## 5. Membership Information

### 1) School member representative

**Dr. Arumugam Seetharaman,**

**Dean, Academic Affairs, SP Jain School of Global Management**

The origin of SP Jain School of Global Management is a business school in India founded in 1981 by then UK Prime Minister Margaret Thatcher. SP Jain has campuses in Dubai, Singapore, Sydney Australia, and Mumbai India. It is unique feature of the school that the students have the opportunity to study in all these campuses. Dean Dr. Arumugam Seetharaman is a certified accountant and specializes in accounting. Dr. Seetharaman has taught at Universiti Sains Malaysia, and was the Dean of Faculty of Management, Multimedia University, then became the Dean of SP Jain School of Global Management in 2009. At SP Jain School of Global Management he is engaged in activities including development of curricula, gaining accreditation, ranking of degree program, etc. SP Jain is now one of the top 20 business schools according to Forbes, and one of the top 100 global MBA programs in the Financial Times ranking.



### 2) New school members

#### **(1) Faculty of Economics and Business, Universitas Sam Ratulangi, Indonesia**

Founded in 1965, Universitas Sam Ratulangi is a national university located in Manado City, in the northern end of Minahasa Peninsula of Sulawesi (Celebes). Its origin goes back to College of Manado founded in 1958. The number of students is 24,000. The new ABEST21 member, Faculty of Economics and Business, was established in 2000, and has 1,764 students. The Dean is Prof. Dr. David Paul Elia Saerang. Website of Universitas Sam Ratulangi: <http://www.unsrat.ac.id/>

#### **(2) Faculty of Economics, Universitas Andalas, Indonesia**

Universitas Andalas is a national university based in Padang, the capital of West Sumatra, Indonesia. Established in 1956, it is the oldest university outside Java, and the 4<sup>th</sup> oldest in Indonesia. The main campus has an area of 500 ha and accommodates 26,000 students. Many foreign students including those from Malaysia study at the Faculty of Pharmacy. The new ABEST21 member Faculty of Economics was established in 1958. The first lecture was given by Dr. Soemitro Djojokusmo, one of the distinguished economists in Indonesia. The number of students is 1,325. The Dean is Prof. Tafdil Husni. Website of Faculty of Economics, Universitas Andalas: <http://www.unand.ac.id/>

#### **(3) Graduate School of Business, Universiti Tun Abdul Razak, Malaysia**

Founded in 1997, Universiti Tun Abdul Razak (UNIRAZAK) is one of the oldest private universities in Malaysia. It is named after the second Prime Minister Tun Abdul Razak bin Dato's Hussein who is popular among the Malaysian people as "the father of Malaysia's development". The university was one of the first among the Malaysian private schools to receive ISO9001 and 2000 certification from the Malaysian Standard Industrial Research Institute (SIRIM). It is also a member of AACSB and



EFMD. The number of students is 1,069. The new ABEST21 member, Graduate School of Business, was founded in 1999 and currently has 95 students. The Dean is Associate Prof. Cordelia Mason. Website of Universiti Tun Abdul Razak : <http://www.unirazak.edu.my/>

### **3) Change of school representatives**

From April 2015 to present, the changes in representatives of the school members officially reported to ABEST21 are as follows.

#### Indonesia

- Faculty of Economics and Business, Universitas Diponegoro, Semarang:  
Prof. Dr. Mohammad Nasir inaugurated as Minister of Research, Technology and Higher Education, Republic of Indonesia  
New dean: Dr. Suharnomo
- PPM School of Management, Jakarta:  
Dr. Martinus Sulisty Rusli: expiration of term as Dean  
New Dean: Dr. Alexander Liang
- Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta:  
Dr. Wisnu Untoro: expiration of term as Dean  
New Dean: Dr. Hunik Sri Runing Sawitri

#### Japan

- Graduate School of International Management, Aoyama Gakuin University:  
Professor Fumio Takahashi: expiration of term as Dean  
New Dean: Professor Chiaki Iwai
- Institute of Business and Accounting, Kwansai Gakuin University:  
Professor Uichiro Nishio: expiration of term as Dean  
New Dean: Professor Shigeki Sadato
- SBI Graduate School of Management, SBI University:  
Professor Takao Shigeta: expiration of term as Dean  
New Dean: Associate Professor Hideki Ishikawa
- Graduate School of Innovation and Technology Management, Yamaguchi University:  
Professor Ken Kaminishi inaugurated as Executive Advisor to the President  
New Dean: Professor Kazuhiro Fukuyo

#### Malaysia

- Graduate School of Business, Universiti Kebangsaan Malaysia:  
Prof. Dr. Izani Ibrahim: expiration of term as Dean  
New Dean: Dr. Zaher Zain
- Faculty of Business & Accountancy, Universiti Malaya:  
Prof. Dr. Mohd Nazari Ismail: expiration of term as Dean  
New Dean: Dr. Che Ruhana Isa
- Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia:  
Prof. Dr. Noor Azizi Ismail inaugurated as Deputy Vice Chancellor (Research and Innovation) Acting Dean: Prof. Dr. Shahizan Bin Hassan