



ABEST21 e-News

No.83, February-March 2016

ABEST21

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

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

ABEST21 Office Report

=====

February 2016

- 5th -- Visit by Dr. Alinda F. M. Zain, Educational Attache of the Embassy of the Republic of Indonesia in Japan
- 18th -- Visit to Sony Corporation
- 19th -- Visit to Nissan Motor Co., Ltd.
- 25th -- Visit by students of Chiang Mai University, Thailand
- 27th -- Visited ABEST21 auditor Professor Kouichi Saito, Nanzan University
- 29th -- Meeting with ABEST21 Vice President Professor Ilker Baybars

March 2016

- 1st -- Joint Committee (Peer Review Committee & Accreditation Committee)
- 2nd -- ABEST21 Board Meeting, General Assembly and International Symposium
- 3rd -- Visit by Dean Mohd Ridzuan bin Darun, Universiti Malaysia Pahang
- 22nd -- Report on the Accreditation results for 2015 to the Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- 23rd -- Announcement of the Accreditation results for 2015 at MEXT Press Club
- 28th -- Visit to Sony Corporation

1. Quality Improvement and Peer Review System -26

=====

“Issues of the international development of educational quality assurance”

On Tuesday, March 1, 2016, ABEST21 held a Joint Committee of Accreditation Committee and Peer Review Committee at Sony University, Sony Corporation. The Joint Committee reviewed the MBA programs and Business Economics Master Program for 2015 in terms of quality assurance. As a result of the review, the following programs were accredited. The results were announced on March 23 at the MEXT Press Club. A total of 10 schools were accredited for MBA program: 2 schools from Japan, 1 each from Malaysia, Russia and Thailand, and 5 from Indonesia. Also 1 Indonesian school was accredited for



Business Economics Program. A total of 11 schools across 5 countries is one of the aspects of international development of ABEST21 accreditation activities.

(MBA Program)

- ① Graduate School of Management, Kyoto University (Professional Graduate School)
- ② Master Program in Management, Graduate School of Business Administration, Nanzan University (Professional Graduate School)
- ③ Faculty of Economics and Business, Universitas Airlangga, Indonesia
- ④ Graduate Program of Management and Business, Institut Pertanian Bogor, Indonesia
- ⑤ Faculty of Economics and Business, Universitas Lampung, Indonesia
- ⑥ PPM School of Management, Indonesia
- ⑦ School of Economics and Business, Universitas Telkom, Indonesia
- ⑧ Graduate School of Management, Management and Science University, Malaysia
- ⑨ Lomonosov Moscow State University Business School, Lomonosov Moscow State University, Russia
- ⑩ Faculty of Business Administration, Chiang Mai University, Thailand

(Business Economics Program)

- ⑪ Faculty of Economics and Business, Universitas Brawijaya, Indonesia

As of present, the number of schools accredited by ABEST21 is as follows.

By year/country

	2009.3	2010.3	2011.3	2012.3	2013.3	2014.3	2015.3	2016.3	Total
China	-	-	-	-	-	1	-	-	1
Indonesia	-	-	-	1	2	1	1	6	11
Japan	4	1	2	1	1	4	2	2	17
Malaysia	-	-	1	-	-	2	4	1	8
Russia	-	-	-	-	-	-	-	1	1
Singapore	-	-	-	1	-	-	-	-	1
Thailand	-	-	-	-	-	-	1	1	2
Total	4	1	3	3	3	8	8	11	41

As well known, ABEST21 was certified by the Japanese Minister of Education, Culture, Sports, Science and Technology as an accrediting institution for the business schools in October 2007. The initial activities focused on accreditation for Japanese professional graduate schools (business schools). However, since the accelerating development of economic, social and cultural globalization also called for globalization of the educational and research environment at the universities, the mission of the accrediting institution needed to be reviewed. An additional role of the accrediting institution included promotion of “maintenance of globalized research environment” with the aim to create smooth interchanges among universities through quality assurance of education. In order to “maintain globalized educational and research environment”, establishment of international education quality assurance system to promote interchanges among universities was essential. ABEST21 launched its international activities aiming to build such a system.

In the process of international development, we learned the following important points.

- 1) Reviewing the “Mission Statement” based on reality. “Mission Statement” consists of 2 basic aims: “cultivation of personality” and “nurturing human resources to meet the social needs”. Business schools emphasize the latter aim – nurturing human resources to meet the social needs. The human resources needed by the society vary among countries, depending on the stages of economic

development or the employment system. If such local factors are not taken into account by the local business schools, these schools will only produce stereotypical personnel following the major business schools dominating the world. It will be difficult to nurture human resources to meet the local needs.

2) Reviewing the issues concerning educational quality assurance from various viewpoints. In assessment of the educational and research activities, both global and local perspectives are required. It is important to have a good combination of review team members, including local and international members. Also the committee members who will review the draft accreditation results should be selected with care so that various opinions can be collected.

3) Sharing at all of the review stages. By using English as the international language in all the review process, including preparation of documents, discussion at committees, desk review of documents and on-site interviews with the administrative headquarters of university and the business school as well as students, the information is shared and objective assessment on various educational systems is realized.

Accreditation must lead to quality assurance of education. If an accrediting institution merely evaluates the schools' past educational and research activities by giving either "Pass" or "Fail", the schools will not survive as a system in the future. Unless the schools reflect their uniqueness to their future based on their educational and research resources, and strive toward this future by enhancing the quality of education, they will not be able to meet the expectations of the stakeholders. Thus the accrediting institutions are responsible for not just evaluating the past activities of the business schools, but also for assessing their feasibility. Globalization of "accreditation" is not about producing stereotypical business schools. (Fumio Itoh, President)

2. General Information

1) General Assembly 2016

On Wednesday, March 2, 2016, ABEST21 General Assembly was held and Sony University of Sony Corporation. Agenda included items discussed at the Board Meeting; financial statements for 2015 and draft budget for 2016, ratification of accreditation and Good Practice Award for 2015, and draft of partial amendment of ABEST21 Quality Assurance system. After discussions, all items including partial amendment of draft budget were ratified at the General Assembly.



2) Visit by Dr. Alinda F. M. Zain, Educational Attache of the Embassy of the Republic of Indonesia in Japan

On Friday, February 5, 2016, Dr. Alinda F. M. Zain visited ABEST21 office with Dr. Popy Rufaidah of Universitas Padjadjaran, to discuss the presence of Dr. Yusron Ihza Mahendra, Ambassador Extraordinary and Plenipotentiary of the Embassy of the Republic of Indonesia in Japan, at the ABEST21 General Assembly on March 2.



3. Quality Improvement

=====

1) Accreditation results and Good Practice Award for 2015

On Wednesday, March 2, 2016, at ABEST21 General Assembly, congratulatory speeches were given to the 11 accredited schools by Dr. Yusron Ihza Mahendra, Ambassador Extraordinary and Plenipotentiary of the Embassy of the Republic of Indonesia in Japan (upper photo) and Member of the Board of Trustees Prof. Dr. Qin Hai Ma (Dean, Northeastern University, China) (lower photo). The Indonesian accredited schools were handed the accreditation certificate by Ambassador Yusron, and the other schools – by President Itoh of ABEST21. Good Practice Awards for all schools were handed by Vice President Dr. Ilker Baybars (CEO, Carnegie Mellon University-Qatar).



Accredited schools and Good Practice Awards:

Professional graduate schools (business schools):

1) Graduate School of Management, Kyoto University, Kyoto

Good Practice: "*Internationalization through overseas cooperation and IPROMAC*"

2) Graduate School of Business Administration, Nanzan University, Nagoya

Good Practice: "*Responsible management education for human dignity*"

Master Programs in Management:

3) Faculty of Economics and Business, Universitas Airlangga, Indonesia

Good Practice: "*Experiential Business Learning (EBL)*"

4) Graduate Program of Management and Business, Institut Pertanian Bogor, Indonesia

Good Practice: "*Management Education in Agribusiness*"

5) Faculty of Economics and Business, Universitas Lampung, Indonesia

Good Practice: "*Management program focused on developing the economic structure of SME's*"

6) PPM School of Management, Indonesia

Good Practice: "*Management Studies based on applied management sciences*"

7) School of Economics and Business, Universitas Telkom, Indonesia

Good Practice: "*Synchronous and asynchronous learning process*"

8) Graduate School of Management, Management and Science University, Malaysia

Good Practice: "*Compulsory innovative teaching*"

9) Lomonosov Moscow State University Business School, Lomonosov Moscow State University, Russia

Good Practice: "*Responsible and integrated management education program*"

10) Faculty of Business Administration, Chiang Mai University, Thailand

Good Practice: "*Teaching integrated business management through case studies and meetings with successful businesspersons*"

Master Program in Business Economics:

11) Faculty of Economics and Business, Universitas Brawijaya, Indonesia

Good Practice: "*Competence-based teaching and learning method*"

2) Submission of 2015 ABEST21 Accreditation Report

On Tuesday, March 22, 2016, the ABEST21 Accreditation Report for 2015 "Aiming to Enhance the Quality of Management Education - ABEST21 Accreditation Results for 2015" was submitted to the Higher Education Bureau of MEXT. The entire report was prepared in English so that the result of quality assurance can be shared. The report consists of three booklets of total 1,156 pages, covering four parts as shown below. While the cover page is presented in Japanese, all the content is presented in English effective fiscal 2015, as a part of the international development of quality assurance activities.

Part One: ABEST21 Quality Assurance System

Part Two: Professional Graduate Schools of Business in Japan

Part Three: Master Programs in Management in Asia

Part Four: Master Programs in Applied Economics in Asia



3) Announcement at MEXT Press Club

On Wednesday, March 23, 2016, at MEXT Press Club, ABEST21 accreditation results for 2015 were announced to the Japanese media. The Kyoto Shimbun dated March 24 released an article about the ABEST21 accreditation results. Now that the results have been reported to MEXT and announced officially, we will soon be sending the individual reports for the 11 accredited schools respectively. The results for the 11 schools will also be disclosed on the ABEST21 website in April onward.



4) Review results for Kaizen Reports in 2015

ABEST21 accreditation is conducted based on 18 basic standards and 78 detailed standards. In order to assure the quality of education to the stakeholders in the changing educational and research environment, we check if the system for enhancing the quality of education at the school is functioning properly. An applicant school analyzes its Self-Check based on assessment criteria, then finds kaizen issues in the analysis, prepares action plans to solve the issues, and inspects the outcomes. Whether the school has such system to proceed from self-check to verification is evaluated based on the accreditation standards.

Therefore as soon as the schools are accredited, they are required to implement the action plans as scheduled, to enhance the quality of education. The reporting on this progress is called the "Kaizen Report". Accredited schools are required to report to ABEST21 the progress of the action plan during the previous fiscal year by the end of June, and the status must be inspected by ABEST21 Peer Review Team. For fiscal 2015, the review started on November 10 with Universitas Padjadjaran (photo) based in Bandung, Indonesia. Regarding the submitted Kaizen Report, the Peer Review



Team for the school conducts "Desk Review" and "On-site Interview". In fiscal 2015, "Desk Review" and "On-site Interview" were conducted for the following 9 schools.

- 1) Graduate School of International Corporate Strategy, Hitotsubashi University
- 2) Graduate School of Business Administration, Kobe University
- 3) MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba
- 4) Graduate School of International Management, Aoyama Gakuin University
- 5) SBI Graduate School of Management, SBI University
- 6) Waseda Business School, Graduate School of Commerce, Waseda University
- 7) Faculty of Economics and Business, Universitas Brawijaya, Malang, Indonesia
- 8) School of Business and Management, Institut Teknologi Bandung, Bandung, Indonesia
- 9) Faculty of Economics and Business, Universitas Padjadjaran, Bandung, Indonesia

For the following 5 schools, however, the date of the "On-site Interview" could not be fixed due to the conflict of schedules, and the interview will be conducted in fiscal 2016.

- 10) School of Business Administration, Northeastern University, Shenyang, China
- 11) Faculty of Economics and Business, Universitas Indonesia, Jakarta, Indonesia
- 12) Graduate School of Management, International Islamic University Malaysia, KL, Malaysia
- 13) Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia
- 14) SP Jain School of Global Management, Singapore

For fiscal 2016, based on the experience accumulated in 2015, part of the Kaizen Report format will be modified. The schedule is as follows.

- ① Kaizen Report submission due date: June 30, 2016
- ② On-site interview period: August to October 2016

5) ABEST21 initiates Quality Assurance for the Undergraduate Programs

Traditionally the scope of ABEST21 accreditation was limited to the quality assurance of master programs in management. At the Board Meeting held on March 2, 2016, it was ratified that effective fiscal 2016 ABEST21 will start quality assurance activities for the bachelor programs in management, based on the experience from reviewing the "Business Economics" program in fiscal 2015. In Asia particularly, in order to promote the quantitative expansion of student exchange among universities, quality assurance of undergraduate education is indispensable. Accreditation of the bachelor programs will create more learning opportunities for the undergraduate students to deepen their understanding of diverse and different values.

Application schedule will follow the same dates as the existing programs. For details, please contact ABEST21 via the e-mail address below. As for Japanese universities, this quality assurance will be conducted as a "selective assessment". By conducting quality assurance for Asian universities, especially for the undergraduate programs related to the international field, we hope to provide opportunities for the undergraduate student exchanges within Asia.

Contact e-mail: e-mail: ABEST21@abest21.org

6) Visit by Dean Mohd Ridzuan bin Darun

Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia

On Thursday, March 3, 2016, Dr. Mohd Ridzuan bin Darun (Dean, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia) visited ABEST21 office. Universiti Malaysia Pahang plans to submit its Self-Check Report in fiscal 2016. We discussed and clarified some points concerning Self-Check Analysis.



7) Schedule for Fiscal 2016

At the Board Meeting held on March 2, 2016, the following schedule for quality assurance review was approved.

- ① Eligibility application due date: May 30, 2016
- ② "Kaizen Report (KZR)" submission due date: June 30, 2016
- ③ "Self-Check Report (SCR)" submission due date: June 30, 2016
- ④ KZR/SCR On-site Interview period: August to October 2016
- ⑤ "Quality Improvement Plan (QIP)" submission due date: September 30, 2016
- ⑥ Reporting at Peer Review Committee: Early November 2016
- ⑦ Coordination period for assessment result: November and December 2016
- ⑧ Peer Review Committee: Early March 2017
- ⑨ Accreditation Committee: Early March 2017
- ⑩ Granting of Certificates: Early March 2017

8) Maintenance Accreditation Application

Until present, when applying for Maintenance Accreditation, the procedure was the same as in Initial Accreditation; the applicant submits the Accreditation Eligibility Application, which is screened by the Accreditation Eligibility Review Committee. However, the accredited schools applying for Maintenance Accreditation submit their "Kaizen Report" every year after being accredited, and their progress of educational quality enhancement based on action plans is reviewed regularly. Therefore their eligibility is already screened in the process, which is different from the initial accreditation. Since in 2015 the quality enhancement progress is already checked and understood through the review of "Kaizen Report", effective fiscal 2016 the applicant will need to submit only the "Maintenance Accreditation Application" based on the ratification of its "Kaizen Report".

4. Global Knowledge Network

=====

1) 2015 International Symposium

On Wednesday, March 2, 2016 at Sony University in Shinagawa, Tokyo, the symposium on "Creating the Future through Quality Improvement" was held, chaired by Professor Hirotaka Kawano (Dean, Graduate School of Management, Kyoto University). The theme was how to create an organization which develops and realizes the



dreams for the future. This was an opportunity to think about the driving force of such development. At the symposium the keynote speech was given by Prof. Dr. Channarong Pornrungrroj (Director of ONESQA, President of AQAN, Thailand) (photo) on the mission of AQAN (ASEAN Quality Assurance Network) and the role of ONESQA (Office for National Education Standards and Quality Assessment, Thailand).

Another keynote speech was given by Ms. Tomoko Adachi (photo), General Manager, Human Resources Development Department, Corporate Human Resources Division, Sony Corporation. Ms. Adachi referred to the “Curiosity” of Sony as a driving force of its business, and said that it is this “Curiosity” that promotes product development and quality improvement, and makes Sony as it is today. Although Sony is generally well known for its electronic device business, this only accounts for 48.7% of the whole business. In terms of sales, the majority is earned by the finance division. One of the advantages of Sony business is that product development is based on the network among a variety of fields including visual, electronic devices, and communication devices. As for human resources, the Company has established Seed Acceleration Program to foster younger generation as a global workforce. When Sony Corporation was founded by Masaru Ibuka and Akio Morita, the corporate philosophy included “Do not fear creative failure” and “Always maintain curiosity”. The philosophy still exists as Sony Spirit, and the Company puts efforts in nurturing personnel who can play an active role beyond business fields or regions. Sony has a Global Job Posting Program, a system designed to allocate the right person at the right place on a global basis regardless of gender or nationality. Global internship system which offers overseas employees an opportunity to work in Japan was introduced to foster human resources who deeply understand the Sony philosophy, who can withstand the severe changes of the environment, and work actively on a global basis.



Panel discussion chaired by Prof. Dr. Oleg Vikhanskiy (Dean, Lomonosov Moscow State Business School, Lomonosov Moscow State University) was held with the following panelists and commentator:

Panelists:

- Prof. Dr. Hasriadi Mat Akin (Rector, Universitas Lampung, Indonesia)
- Prof. Dr. Muhammad Ashari (Rector, Universitas Telkom, Indonesia)
- Prof. Dr. Kusmartono (Vice Rector, Universitas Brawijaya, Indonesia)

Commentator:

Prof. Dr. Arfah Binti Salleh (President & CEO, Putra Business School, Malaysia).

Respective panelists reported on the current issues of university reform. Dr. Arfah Binti Salleh raised questions on the leadership of Rectors in the university reform.



1) Visit by Students of Chiang Mai University

On February 25, 2016, 14 students from Chiang Mai University's MBA-Agro Industry Program led by Dr. Pichayalak Pichayakul (Associate Dean, Chiang Mai University International College) visited ABEST21 office during their 3-day trip to Japan. The mission of the international accrediting institution and the accreditation system was explained, followed by exchange of opinions.



5. Membership Information



The ABEST21 Full-School Membership certificate-granting

On Wednesday, March 2, 2016, at 2016 ABEST21 General Assembly, the ABEST21 Full-School Membership certificate was handed to Rector Prof. Dr. Gede Sri Darma, Universitas Pendidikan Nasional (UNDIKNAS) by Director of ABEST21 Membership Division, Professor Dr. Ilker Baybars (CEO, Carnegie Mellon University-Qatar).

School website: <http://www.undiknas.ac.id/>

