

ABEST21 ANNUAL REPORT 2009 - ABSTRACT

1. ABEST21 Administrative Committee in Japan

We have created an administrative committee as a way to assist and advise the President, ABEST21 with regards to the management of the organization. The committee consists of below six individuals and has been holding meetings on regular basis.

Hiroe TSUBAKI, Chair

Director, Risk Analysis Research Center, Institute of Statistical Mathematics

Masayo HOB0

Senior Operation Officer, Application Business Unit, Oracle Corporation Japan

Toru IHARA

Chief of recruitment, External and Internal Recruitment Group, Human Resources Department, Nissan Motor Co., Ltd.

Noboru MAEDA

Associate Dean, Graduate School of International Management, Aoyama Gakuin University

Kazuo OGAWA

Representative Directory President, Toshiba Human Resources Development Corporation

Koichi SAITO

Professor, Director of Center for Management Studies, Nanzan University

Committee has been holding its monthly meetings at Conference room A at Minami-Aoyama Reikei Building as per below:

2008

1st Meeting April 21st 2008

2nd Meeting May 12th 2008

3rd Meeting June 16th 2008

4th Meeting July 4th 2008

5th Meeting September 4th 2008

6th Meeting October 24th 2008

7th Meeting December 1st 2008

8th Meeting December 26th 2008

9th Meeting January 23rd 2009

10th Meeting February 16th 2009

11th Meeting March 17th 2009

2009

1st Meeting May 15th 2009

2nd Meeting June 12th 2009

3rd Meeting July 17th 2009

4th Meeting August 31st 2009

5th Meeting September 15th 2009

2. New Members

We have worked on increasing the number of members this year; as a result, we have had 7 new schools as well as two new corporate members. As at present (October 1st, 2009), we have 35 member schools from 15 different countries as well as 4 corporate members.

New School Members

- Faculty of Business & Law, University of Newcastle, Australia
- Faculty of Management, University of Applied Science Hof, Germany
- School of Management, Pondicherry University, Government of India, India
- School of Business and Management, Institut Teknologi Bandung, Indonesia
- Graduate School of Management, Faculty of Economics, University of Indonesia, Indonesia

- Faculty of Economics, University of Brawijaya, Indonesia
- S. P. Jain Center of Management, Singapore
- School of Management, Jilin University, China

New Affiliate Members

- The Institute of Statistical Mathematics, Japan
- Sony Corporation, Japan

(as of October 16, 2009)

Type	School members	Affiliate members	Individual members	Total
members	35	4	5	44

New School Members

School of Business and Law, University of Newcastle, Australia

Located in South New Wales Territory in Australia, University of Newcastle was established in 1965. The main campus is located 12km outside of downtown Newcastle in Callaghan and another campus is in Ourimbah, a city between Sydney and Newcastle on the Eastern coast. Formerly known as Newcastle University College established in 1950s, with the demand for higher education for the local community, it has been converted to a university a decade later in 1965. It has expanded to have 34,340 students enrolled currently with 85 undergraduate degrees as well as 150 graduate studies. The university hosts many oversea exchange students which comprises 22% of the student body.

Faculty of Management, University of Applied Sciences Hof, Germany

Our first member school from Europe is Faculty of Management at University of Applied Science Hof in Bayern, Germany established in 1994 with only 96 students. Now, 1800 students study in twelve programs. Their courses include Management, International Management, Business Technology, MIS, Applied MIS, Information and Media, Textile Technology, Textile Design, and Civil Engineering. They are affiliated with many universities around the world as well as corporations enabling the students to have valuable experiences overseas.

School of Management, Pondicherry University, India

Pondicherry, a city located on the east coast of India once belonged to France. As a part of the 1985 Act of Indian Parliament, the Indian government established Pondicherry University. Following year on November 19th, 1986 on the birthday of late Prime Minister Indira Gandhi, The Indira Gandhi School of Management was established. Up until 2003, this institution had operated as the only program which has both MBA and PhD on offer. Pondicherry University has 780 acres of campus in the city as well as campuses on Karaikkai, Mahe, Yanam, Andaman and Nicobar Islands. There are 50,000 students enrolled, with 700 of them in MBA program. The school also actively promotes distance learning programs.

Graduate School of Management Faculty of Economics, University of Indonesia

Located in Depok, approximately 40km south of Jakarta, the capital city of Indonesia, this is a national university established in 1994. Graduate school of Management was established in December of 2003 and responsible for scholars who contribute to the development of economic studies in Indonesia. Alumni hold executive positions within the government and corporations and are deans of some of the most prominent universities in Indonesia. Their curriculum consists of Marketing, Corporate Finance, Banking and Finance, and Management Strategies. As a top academic institution in Indonesia, they have affiliations with many of the most prestigious universities around the world and in Japan, with Tokyo University as well as Kyoto University.

School of Business and Management Institut Teknologi Bandung, Indonesia

Formerly established as Bandung Institute of Technology in 1920, Graduate School of

Business Management was established in December of 2003. It is regarded as one of the most progressive graduate schools in Indonesia with its innovative curriculum and leading edge studies spanning in multiple disciplines. The school aims not only to provide quality of its degrees but practical experience in line with their educational goals so that the students can approach issues in life with unique and fresh perspectives. Graduate School of Business Managements offers four programs which are Bachelor degree, MBA, MSA, and PhD in Management Science.

Faculty of Economics, University of Brawijaya, Indonesia

Faculty of Economics, Brawijaya University is located in Malan, Eastern Java of Indonesia. It was formerly established as Malan College of Economics (MCE) in October, 1961. It was converted as one of the foundation programs of Economics department along with other colleges for Brawijaya University.

Formerly known as Malan Kotapraja University but was renamed as Brawijaya University by Indonesia's first president Soekarno in 1961, based on his telegraph number. On 5th of January, 1963, Brawijaya University was founded as national university and currently has enrollment of 25,785 students, with 3,419 people in business school.

SP JAIN Center of Management, Singapore

SP JAIN Center of Management was established in 1981 under the then prime minister of UK Margaret Thatcher as a center of studies for new and cutting edge standards of management education. SP Jain Center of management is an education research center jointly owned and supported by Bharatiya Vidya Bahavan from SP Jain Institute of Management and Research (SPJIMR) and its operational headquarters is in Mumbai, India. In 2004, it has created the first campus in Dubai, providing the first MBA and Executive MBA programs in the region. In 2005, the center has created the second campus in Singapore providing a Global MBA program. There are 1000 students enrolled with 300 of them in the MBA program.

School of Management, Jilin University, China

Jilin University (JLU) is a leading national university under the district jurisdiction of China's Ministry of Education. Located in Changchun, the capital city of Jilin province in Northeastern China, the University has eight campuses in five districts which are home to thirty-nine colleges covering eleven academic disciplines, including philosophy, law, literature, education, history, science, engineering, agriculture, medicine, and management. Business School at Jilin University established in 1993 is one of the 56 Chinese Schools which offers MBA degree program and also one of the 23 schools that has an undergraduate major in CPA. There are more than 150 faculty members in Business School, among whom are 30 full professors and 35 associate professors. The Business School enrolls more than 2,000 full-time undergraduates, 612 master's degree candidates, and 99 doctoral degree students.

New Affiliated Members

Sony Corporation

Sony cooperation was founded in May of 1946 by Mr. Masaru Ibuka and Mr. Akio Morita. The name Sony comes from the Latin word 'sonus' which is the root word for the word 'sonic' which means sound, as well as the word 'sonny' meaning a little boy. The name is simple, easy to pronounce and has become a household name heard all over the world. There are 171,300 employees (as of March 2009) working for Sony, and its 2008 profit was posted at 7.73 trillion yen. 75.8% of the profit was raised from their overseas operation, which makes Sony a truly a global cooperation. Sony Cooperation, with its state of the art technology, develops products which continue to enrich our lives. They have supported us through our Education for Excellence in Management Resources Project and now is an affiliated member of ABEST21.

The Risk Analysis Research Center, Institute of Statistical Mathematics

Originally founded in June, 1944, it was converted to a joint research center for universities in 1985. The discipline of statistics started out as a study of social behavior and its attributes, however, it is now developed into providing proof and structure of scientific theory, as well as usage of data to rationalize prediction and assumptions, making it an essential part of any basic or applied studies of many disciplines. Today, there is an increased demand on international contribution to basic science. Unlike the Western academic institutions which many of them have statistics as a program, Japanese universities have close to nothing in this discipline to offer. There is also a very small number of research institutions in this country, making this particular center more meaningful and important. The center was established in April, 2005 with the aim to study risk evaluation as well as management methodology in various areas. They have now joined us to take part in analysis of management resource ability which is currently being planned by ABEST 21.

Reciprocal Membership

European Foundation for Management Development (EFMD)

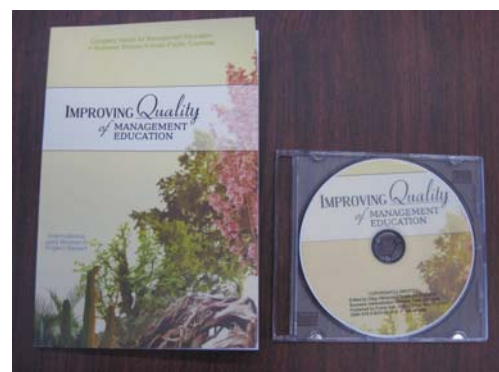
On April 20th, 2009, President Itoh visited the headquarters of EFMD in Brussels, Belgium. He met by Mr. Eric Cornuel, Director General and a CEO of EFMD as well as Mr. Jim Herbolich, the Deputy Director General to discuss the International Partnership between EFMD and ABEST 21. As a result, both of them have agreed to sign a Reciprocal Membership Agreement as a way to work together towards ensuring the international standard of quality for management education.



3. Research Projects

Research Project-3 "Company Needs"

ABEST 21 has been asked by Ministry of Education, Culture, Sports, Science and Technology (MEXT) to run a research on 'corporate expectation on business school education' as a joint international project. This was done as a part of strategy for 'collection of data for diversity, collaboration and development of international model of evaluation systems' (130 million yen budget project) This was conducted to acquire necessary data to improve the quality of business school education through questionnaire to seven schools on 'what is expected of business school education from company's perspective' in each country.



The seven schools are Tsukuba University, Japan, Seoul National University, Korea, Moscow State University, Russia, Fudan University, China, Management & Science University, Malaysia, Tecnologico de Monterrey, Mexico. The result of this research was published from Moscow University under the title of 'Improving Quality of Management Education' (not on sale). We also hosted a study group on topic of international comparison of corporate demands on management education.

- 1) June 13, 2008 Outline of Research Project, Seoul National University, Korea
- 2) September 4, 2008 'Corporate Demand' Research result presentation 1, ABEST21, Japan
- 3) November 17th, 2008 'Corporate Demand' Research result presentation 2, ABEST21, Japan
- 4) January 30th, 2009 'Corporate Demand' Research result presentation 3, ABEST21, Japan
- 5) March 24th 2009, 'Corporate Demand' International Symposium, ABEST21, Japan

During last one year, ABEST21 made full-fledged started up accreditation activities of business schools in Japan. Also, we shared new knowledge on "the Company Needs" by the Research Projects-3 among ABEST21 members and published it as "Improving Quality of Management Education" with cooperation of ABES21 fellow members, Moscow State University in November, 2008. Based on the data of this research, we held the Research Presentation on the Comparative Analysis of "the Company Needs" at Raykay Conference Room on January 30, 2009. And, we held the International Symposium as a final presentation of this project on March 24, 2009.

During the afternoon session, we held an international symposium on Tuesday, March 24th, 2009 at Aogaku Kaikan to compare the international differences on "what the companies look for in business schools" and distributed a compiled analysis in CD format to those attended the meeting. As a keynote speaker, Mr. Jim Herbolich, Deputy Director General of EFMD addressed "Company Needs for Quality Management Education in Europe."



4. International Study Programs

ABEST21 has supported international exchange amongst our members as per below. Main activity included facilitation of student and corporate visits to member institutions overseas. Moscow University Business School visit to Toyota Motors factory site (Toyota city); ABEST21 facilitated the request from Moscow University with the help of Nanzan University and made the July 25th on site visit possible.

Moscow University Business School visit to Sony Corporation. ABEST21 negotiated this visit with Sony Corp, resulting in visit to their head office as well as to their showroom.

Seoul University Business School visit to Aoyama Gakuin University Business School. 30 MBA students from Seoul University Business School visited Japan from May 10th till 14th for a study tour including corporate visits to Nomura Securities, KDDI, Nittsu, TEL as well as 2 day lecture at Aoyama Gakuin Business School.

Seoul National University visits to Aoyama Gakuin University, Japan

The College and Graduate School of Business Administration, Seoul National University organized MBA study tour to Japan for 35 MBA students about five days from May 10 to May 14, 2009. In the school, MBA study tour is the major event during their MBA program. MBA students are all excited about learning Japanese industry and their business practices during their study tour this time. They visited to Aoyama Business School, Aoyama Gakuin University on May



12 - 13 and took one lecture in the morning and one company visiting in afternoon each day. Professor Maeda gave 3-hours lectures on "Japan Inc. and SONY's Business Strategy" and talked how Sony Corporation, which is one of biggest leading manufactured companies in Japan, makes strategies for standing at big turning point in business of next generation. Professor Nakano delivered 2-hours lecture including discussions on "The Global Financial Crisis and the Japanese Management". He talked about how Japanese Management has deal with difficulties since occurring current world financial deterioration on October 2008. In both of lectures, the students had opportunities to talk about current situation in Korean Business and possibilities of establishing cooperative relations between the two countries.

Moscow State University visits to Sony Corporation

On November 4, 2008, 14 Executive MBA students from Moscow State University visited to the head office of Sony Corporation, Tokyo. Sony held a global seminar on Global Strategy of Sony Corporation for them. Lively questioning by these students showed that Russia is high potential market for Sony products. In the showrooms, they tried out Sony products. What they loved most was "Rolly" which was oval-shaped and must be a new dimension in MP3 players. Users shake it and twist it to choose their favorite track. They spent significant time with the close cooperation of Sony Corporation.

Dean's Association of Management Schools in the northeastern part of China

A Representative Dean Meeting was held for 4 days from August 11th till 14th at School of Business Administration, Dongbei University of Finance & Economics in Dailan, China. Eight Deans represented approximately 50 schools in the Dongbei region. The meeting was aptly named as 'Representative conference of deans and stakeholders of Dongbei University of Finance & Economics (School of Business Administration)'. A session titled 'ABEST21 Standard of Quality for School of Business Administration' was held for 2 hours in the afternoon of August 12th to



lecture on evaluation standards and criteria of ABEST21 followed by Q&A session.

5 . Business Accreditation

ABEST21 held Accreditation Committee which is chaired Dr. by Robert S. Sullivan, Dean of Rady School of Management, University of California San Diego, on March, 25, 2009 at Sony Corporation, Head Office. Professor Yuji Ijiri joined the committee from Pittsburg, U.S.A. through Skype system in the Accreditation Committee. After full discussion, the committee ratified recommendation of Pre-Accreditation Committee for ABEST21 Business Accreditation and decided to recommend it to the Board of Directors. As the results, Professional Graduate School of Business of Hitotsubashi University(International Business Strategy Course) and KOBE University were



evaluated as "almost all the accreditation standards have been satisfied by the MBA programs and the PDCA cycle is excellent and quality improvement of management education is very

promising." And, Professional Graduate School of Business of Hitotsubashi University (Financial Strategy and Business Finance Course), Aoyama Gakuin University, and University of Tsukuba were affirmed accreditation by "a great many accreditation standards have been satisfied by the MBA programs. The PDCA cycle is good and the improvement initiatives is promising."

Also, the Accreditation Committee approved Accreditation Plan of Professional Graduate School of Business, Kwansai Gakuin University and received Application for Accreditation of 2009 applicants; Professional Graduate Schools of Business of Kyoto University and Nanzan University, and Business School of Management Science University, Malaysia which is first business school applies ABEST21 Accreditation from abroad.

Then, the ABEST21 held granting ceremony, Mr. Jim HHERBOLICH, Deputy Director General and Director of Network Services at European Foundation for Management Development (EFMD) joined there as guest, in order to grant certificates of Business Accreditation to the four business schools as well as awarding excellence in management education t educational programs of them; Global Action Learning by Aoyama Gakuin University, World-class MBA Curriculum, Research-based Education by Kobe University, and Global Hybrid-action Learning by Tsukuba University. Also their plaques were granted to them. The ceremony was successfully concluded by closing remarks by Dr. Laurence B. Pulley, Dean Mason School of Business, College of William and Mary.

Also, the Accreditation Committee approved Accreditation Plan of applicant of 2008; Business School of Kwansai Gakuin University and received Application for Accreditation of 2009 applicants; Business School of Kyoto University, Business School of Nanzan University, Business School of Management Science University, Malaysia which is first business school applies ABEST21 Accreditation from abroad.

