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## ***Behind the scenes of the news: MBAs*** **Japanese business schools taking steps to internationalize**

The AACSB,\* a U.S. accreditation agency for management education programs, opened a regional headquarters in Asia, in Singapore, at the beginning of June. Keio University Business School and Nagoya University of Commerce & Business have already received AACSB accreditation. One of the reasons that the AACSB chose to enhance its presence in Asia is the trend underway to internationalize Japanese business schools.

For example, Waseda Business School has begun to offer a double MBA with Nanyang Technological University of Singapore.

We are also seeing cases of deans of Japanese business schools proactively getting their message out to international audiences. Yoshito Hori, founder and CEO of Globis Group and President of Globis University, has made numerous appearances in the international media and has also been actively communicating his ideas in conferences and seminars overseas. He is increasing the international presence of Globis, and Globis University is now fielding inquiries from prospective students from as far away as the Middle East.

As Japanese corporations' business activities increasingly take place on a global basis, a need has developed for more and more venues where Japanese and non-Japanese business people can study management together as rivals. Japanese business schools are attempting to meet this need by internationalizing.

\*AACSB: The Association to Advance Collegiate Schools of Business. Headquartered in the U.S., this is an accreditation organization for management education programs. Has 568 accredited schools in 33 countries worldwide, including Harvard University and Stanford University.

### **Case study 1: Merits of receiving AACSB accreditation**

- **Good publicity**
- **Helps attract high-quality students**
- **Improves universities' management**
- **Facilitates collaboration with overseas universities**

#### **Kyoichi Ikeo** **Dean, Keio University Business School**

"Every year, a number of students who apply to our school say that our AACSB accreditation is one of the reasons they chose us. In order to acquire the accreditation, a university must have a mission-driven strategy. For Japanese universities that tend to focus excessively on a traditional style of management, AACSB accreditation also has benefits in terms of internal controls."

#### **Masahide Kurimoto** **Vice President, Nagoya University of Commerce & Business**

"By acquiring AACSB accreditation, we have been able to enhance our reputation internationally and partner with leading overseas business schools on student exchange and double-degree programs (programs that enable students to acquire both academic degrees from a Japanese school and an overseas school at the same time). Both the educational and research capabilities of the university as a whole have increased as a result, we have seen increased hiring of excellent faculty from Japan and overseas, and more applications to study at our graduate school from mature students and overseas students."



### Case study 2: Merits of partnering with overseas graduate schools



#### Japan Waseda Business School

“The double-degree program offered by both Nanyang Business School and Waseda Business School takes place in the campus of Nanyang Technological University, with Waseda seconding teachers to the program. The program is seeing growth in applicants since its launch.”

### Case study 3: University head reaching overseas audiences

*(Pictures of coverage of Mr. Hori in leading foreign business media)*

**Yoshito Hori, founder and CEO of Globis Group** has recently made the cover of *Forbes Asia*. He was even been covered in the *Wall Street Journal*.