

PRESS RELEASE

An Innovative New MBA

The MBA Program in International Business at the University of Tsukuba

In the current dynamic, highly competitive, international business environment managers and key policy makers need to take a global business perspective to ensure their companies achieve and maintain a competitive advantage. To date, most Japanese managers have gained their international business knowledge through overseas assignments or by attending 'Western-type' business schools in Japan or overseas. While clearly this approach has some value it has generally been conducted without any attempt to link this experience and training to the Japanese management approach and business system.

This will change when the MBA Program in International Business commences at the University of Tsukuba's Tokyo campus next month. The University of Tsukuba is a progressive institution that has high academic standards and which is open to students within and outside of Japan. Its aim is to develop the creative talents of its students and to ensure that its courses take account of the changes occurring in contemporary society.

This mission is particularly relevant to the field of international business. The new MBA Program in International Business aims to be a world class international business program, attracting outstanding students, with teaching informed by modern business practices and the latest research, and producing the next generation of global leaders.

Special Features of the Program

In designing this program the major aim was to develop a professional master's degree that would provide the skills and knowledge required by the next generation of global leaders. This, we believe, will be achieved by:

1. Extending the traditional MBA study areas of business strategy, organizational management, and information processing to include a major focus on international adaptability.

2. Providing a solid set of core subjects supplemented by a large range of electives which will allow students to design a program to meet their own specific needs.
3. Offering a range of seminar subjects that will allow students to work in small groups and have in-depth discussions with their professors on a one-to-one basis.
4. Offering a three-month overseas company placement in the USA or China, or where this is not feasible or possible, a three-month supervised in-company project.

Teaching Approaches

As with all MBA's the teaching style will include a large variety of methods such as lectures, seminars, group work, case studies, role plays, multi-media presentations, films, and individual guidance. What sets the MBA Program in International Business apart from other MBA programs in Japan is:

1. The teaching of all core subjects will be in English, along with many of the elective subjects.
2. A mix of Faculty from a variety of countries.
3. The appointment of four practitioner professors with extensive experience in business.
4. The use of full-time professionals working in Tokyo to teach a range of specialist subjects.
5. A strong emphasis on one-to-one learning via the four compulsory seminar subjects and the internship or in-company project.

Students

After an exhaustive selection process where all applicants had to submit four essays related to their career objectives, business experience, problem solving capabilities, and their overall plan for the internship or in-company project, as well as attend an interview, 33 outstanding students were offered places in the Program. These students come from a diverse range of companies, are occupying a range of

managerial or technical positions, and have strong desire to work in international business. About 30 per cent of the students are women and 20 per cent are non-Japanese. Most are in their early thirties, although several more experienced executives have also been accepted. In future years we aim to increase the number of female and overseas students.

Teaching and Related Activities

Teaching will commence in late August and students who are in full-time employment will normally take two years to complete the program. Students can, however, elect to complete the program in one year. Classes will take place in the evenings and on Saturdays. Some classes will also be offered in the late afternoons to provide those students taking the course in one year to complete all the subject requirements. All teaching will take place at the Tokyo campus of the University of Tsukuba which is centrally located just a few minutes walk from the Myogadani station on the Marunouchi subway line.

Orientation will take place on the 20 August where staff will introduce their specialities and students will be able to discuss with staff their course plans. In early August three seminars will also be presented to incoming students that will allow them the chance to meet their fellow students and staff as well as begin the process of transition from the business environment to the classroom.

Throughout the year we also plan to have a number of special seminars and events, some of which will be open to the general public. It is also our strong desire to allow a limited number of people to audit individual subjects. This will provide a chance for potential students to experience the 'Tsukuba Approach' as well as allow people to update their existing international business skills. MBA students also gain by having a wider range of participants in class discussions and exercises.

ABEST21

The MBA Program in International Business is working closely with ABEST21 (The Alliance on Business Education and Scholarship for Tomorrow, a 21st Century Organisation). The Chair of the Program, Professor John Benson has been elected to the Board and is also a member of the executive committee of ABEST21. This global organisation, made up of leading universities around the world, aims to provide advice on the educational and research activities in management development, advance management education through accreditation, share information on curricular and teaching material, and promote joint research projects, joint courses, international symposium and global classroom activities. The MBA Program in International Business will work actively to achieve these objectives

which will integrate Japanese management education into the global business environment.

Through this forum the University of Tsukuba's MBA Program in International Business will also work actively with the Presidency of ABEST21 located at the Graduate School of International Management of Aoyama Gakuin University and the Management School at Doshisha University to provide quality assurance for MBA programs throughout Japan. The aim is to develop standard competencies of MBA graduates as well as to work with the Accreditation Sub-committee of ABEST21 to develop standards for those MBA programs seeking accreditation.

Some Concluding Comments

The essence of an international business program lies in an innovative and challenging curriculum, the quality and diversity of the students, and the expertise and experience of the teaching staff. On all of these criteria the MBA Program in International Business is well placed to become a leading provider of management education for those young professionals seeking a career in international business.

Our core commitment to all those who undertake our Program is that we will provide a rewarding, intellectually stimulating and a friendly international environment for young professional managers to expand their global insights and to develop their expertise in international business.

国際経営プロフェッショナル専攻の授業開始について

国際経営プロフェッショナル専攻(MBA Program in International Business、夜間社会人大学院)は、国際化・情報化などの急激なビジネス環境の変化に対応可能な次世代経営プロフェッショナルの系統的教育プログラムを、最新の経営理論とビジネス実務の成果に基づいて実践し、国際水準のビジネススクール形成を目指しておりますが、東京キャンパス(東京都文京区大塚3-29-1、東京メトロ茗荷谷駅下車3分)で、メルボルン大学ビジネススクールから招聘したウィリアム・ベンソン専攻長のリーダーシップの下、本年8月より授業を開始します。
[文部科学省の設置認可に基づき、平成17年4月に専攻が設置され(既報)、8月から学生受入れ・授業開始/修業年限は原則として2年{学位:国際経営修士(専門職)}{短期集中修了制度あり}]

1 プログラム開始の状況

- (1) 8月2日(火)18時30分-20時:事務オリエンテーションと第1回ウェルカムレクチャー
(8月2日は取材に応じます)
- (2) 本年夏休み3回のウェルカムレクチャーの内容(何れも東京キャンパス(大塚地区)E館4階国際経営プロフェッショナル専攻で実施)
 - 第1回 8月2日(火):19時-20時 古谷昇氏(本学非常勤講師)
(ビーグル代表取締役、前ドリームインキュベータ代表取締役)
「ビジネススクールは本当に必要か？」
 - 第2回 8月4日(木):19時-20時30分 R. T. Murphy(本学実務家教授)
「ドルは何故クラッシュしないのか？」
 - 第3回 8月9日(火):19時-20時30分 椿広計(本学教授)
「ビジネス数理科学への誘い」
- (3) 8月20日(土)15時より教育オリエンテーション・夕刻レセプション
(8月20日も取材に応じます)
特記事項:本専攻は、海外ビジネススクールに準じて学位授与式は盛大に行うが、入学式は行わない。
翌週より正式講義開始

2 国際経営プロフェッショナル専攻の教育上の特徴

- (1) 欧米のビジネススクール教育の基幹領域である「事業戦略」、「組織経営」に加え、「国対応」、「応用情報」の合計4教育領域を配置し、ビジネスの国際化と情報化に対応。4領域で17コア科目(必修科目・英語開講)と学生がキャリアプランに即して選択可能な43専門科目(2言語教材開発)を配置。少人数のグループワークないしはマンツーマンの指導を行う演習科目を4教育領域で配置。
- (2) 全学生は、修了学期3ヶ月間に、習得した知識を技能に転化するための企業インターンシップを実施する。学生は、米国または中国の企業で研修する「海外インターンシップ」と、

社会人学生の職場に本学教員が出向いて指導に当る「企業内プロジェクト」との2つの科目のいずれかを実施しなければならない。筑波大学大学院ビジネス科学研究科は「海外インターンシップ」における企業派遣先の斡旋、研修ビザ取得の支援を、日米中におけるインターンシップに実績のある「日米経営科学研究所(ホノルル)」に依頼し、本件について既に覚書を締結している。

3 教員のプロフィール

専任教員17名は実務家(7名)と研究者(10名)、外国人(5名)と日本人(12名、内海外大学出身者6名)の融合したチームを構成している。特に、実務家みなし専任教員(筑波大学以外の本務を有している教員)4名、専任教員以外にも外国人客員教員3名を配置している。

4 平成17年度入試状況

- (1) 合格者33名(定員30名)(男25名,女8名)
(平均年齢 35.9才)
(日本人:27名 外国人6名 内訳米国:2、中国:1、コロンビア:1、インド:1、トルコ:1)
- (2) 出願者人数:39名
(外国人内訳:10—米国2、中国2、コロンビア1、ボツワナ1、インド3、トルコ1)
- (3) 倍率:出願者39名÷合格者33名=1.1倍
特記事項:上海(中国)にて本学教員2名が出向き面接実施

5 ABEST21と教育の質保証システムの青山学院・同志社ビジネススクールとの共同開発

7月1日—3日:青山学院大学並びに箱根プリンスホテルにて世界のビジネススクール責任者がその教育のあり方や認証などを議論する ABEST21 が伊藤文雄青山学院大学国際マネジメント研究科長の提唱で開催され、本学のベンソン専攻長が理事に選任された。また、現在国際経営プロフェッショナル専攻は、青山学院大学、同志社大学のビジネススクールと共同で我が国ビジネススクール教育の質を保証するシステムの開発を全国の経営系専門職大学院に呼びかける事となった。ここでは、ビジネススクールで輩出すべき人材像(筑波大学担当)、教育制度設計(青山学院大学担当)、教育の質評価システム(同志社大学担当)の3研究会を立ち上げることになる。

6 授業モニタリングと科目等履修生の呼びかけ

国際経営プロフェッショナル専攻では、原則として火曜から金曜の15時10分—17時50分に配置されている専門科目(1科目5回の講義)16科目を評価・モニタリングする企業などを10組織前後募集する(無料であり、レポートなどの提出義務はないが、授業評価を行う。本年度の該当科目は次の通りである。また、当該科目については冬学期(12月以降)については科目等履修生も認め、その場合には必要なレポートなどを提出した上で単位認定も行う。単位認定された科目は、将来入学時に修了単位として認められる。詳しくは専攻 WEB ページで公開する。

秋学期科目

トップマネジメントのリーダーシップ

IT ソリューション

経営と文化

キャリアカウンセリング

消費者行動

意思決定支援システム
クオリティインプルブメント
コーポレート・イノベーション

冬学期科目(科目等履修生も募集する)

統計モデリング
中国社会とビジネス
人材開発
オペレーションズマネジメントとシステム科学
企業吸収と合併
最適化技法
労働市場と雇用政策
国際ルール策定交渉

本件についての問い合わせ先

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