

‘CAMPUS Asia’ 1<sup>st</sup> Monitoring in Japan  
**Summary of Self-Analysis Report**  
Asia Business Leaders Program (ABLP)  
Hitotsubashi University

**1. Participating universities and academic departments in the project**

Japanese University	The Graduate School of International Corporate Strategy (ICS) Hitotsubashi University
Chinese University	Guanghua School of Management Peking University
Korean University	Graduate School of Business Seoul National University

**2. Outline and progress of the project**

**1) Project outline**

Peking University Guanghua School of Management (PKU), Hitotsubashi University Graduate School of International Corporate Strategy (ICS), and Seoul National University Graduate School of Business (SNU) will collaborate to develop a program to educate students to become business leaders who will guide the future economic relationship between China, Japan, and South Korea. This program will build knowledge of the business systems of the three countries, develop expertise in working in cross-national teams, and create close ties between students and faculty in the three universities. It will allow PKU, ICS, and SNU to further align their curriculums and standards of evaluation and credit granting, and provide a model for other universities.

This program is titled the **Asia Business Leaders Program (ABLP)** and involves students in the Masters of Business Administration (MBA) programs. It includes a double degree program, a term-long exchange program, and short-term intensive exchange program. When the program is in full operation, each year, a total of 12 exchange students (4 from each university), and 6 double degree program students (2 from each university) will participate. Each year, approximately 30 students will attend the three-week Doing Business in Asia program.

The background is the **BEST Business School Alliance**, an educational and research alliance between PKU, SNU, and ICS signed in January 2011. Through this alliance, the three business schools have already embarked on a very close and mutually beneficial exchange of ideas. Under the sponsorship of **CAMPUS Asia**, and with the framework of the **BEST Alliance**, the **ABLP** takes these schools another step forward.

## 2) Progress of the project (until the end of March 2013)

In January 2011, Peking University Guanghua School of Management (PKU), Hitotsubashi University Graduate School of International Corporate Strategy (ICS), and Seoul National University Graduate School of Business (SNU) signed the BEST Business School Alliance in order to promote full-fledged research and educational cooperation, and promote the future prosperity of East Asia. Under the sponsorship of CAMPUS Asia, these three leading Asian Business Schools will initiate the Asia Business Leaders Program (ABLP), which will be offered to Masters of Business Administration (MBA) students. The ABLP program will offer a double degree program, a one-term exchange program, and a three-week intensive exchange program.

Based on the framework of BEST Business School Alliance, ICS has signed “Agreement for the Promotion of Academic Cooperation and Exchange of Personnel” (Exchange Agreement) and “Memorandum of Understanding for Double Degree Program” (MoU) with both PKU and SNU, and defined the operation of the core programs for ABLP. Starting from 2013 (H25), Double Degree program will start its exchange operation, and 1 student each to PKU and SNU from ICS are scheduled to join the program. Also, 1 student from PKU is scheduled to join ICS for Double Degree program.

Providing close and attentive support to exchange students and Double Degree students of ABLP were enabled by incorporating the “Seminar” system which has been implemented in ICS since its establishment where one faculty member is assigned as an academic advisor to every 3 to 4 students.

Participants of ABLP were provided opportunities to build extensive business knowledge by studying in respective universities in Japan, China and Korea. The detailed method is to learn by taking a course which focuses on uniqueness of the country, or to learn through case studies and guest speaker sessions in standard MBA courses. The students also experienced further understanding of cultures in respective countries by participating in joint group projects among 3 universities.

The 10 students from each university who advanced the selection process participated in short-term exchange program “Doing Business in Asia”, where the group studied and visited companies together and shared experiences and knowledge that also created strong bond in short period of time that will lead to strong network among next generation’s business leaders in Asia. For the second DBiA this year, the contents will be enhanced by adding 1 day, and carefully reflecting feedbacks of participants in previous year.

PKU, SNU and ICS are all substantial in experience as well as infrastructure.

The curriculum developed of all English is one of the elements, and as for ICS, all instructors teach in English. Administrative staffs also support students in English as well. All materials and documents related to the courses are provided in English.

Also, English speaking mental health counselor is available twice every month to care for students who have concerns, and regular counseling is available stationed in Kunitachi main campus.

From January 2013 (H25), Japanese Language courses officially started as credit courses, to provide higher extent of environment and support for incoming exchange students and Double Degree students to get accustomed to everyday life in Japan.

For incoming double degree students and exchange students, scholarship will be provided by host university. For outgoing double degree and exchange students, home universities provide roundtrip transportation fee. (As for PKU, Chinese Government has independently decided not to support outgoing students)

3 universities agreed on credit transfer system based on credits per course.

Graduation requirement differs by each university, and for ICS, it is 70 credits for 2-year program, whereas SNU is 49, and PKU is 54. For Double Degree Program, candidates are required to complete the credits subtracting the transferable credits from graduation requirement.

ICS and SNU use the GPA as grading system, whereas PKU's grading system is point system. The grading for exchange program and Double Degree program will be recorded on transcripts of the students' home universities. For Double Degree program, respective universities are responsible for administering the academic records, and both universities will issue transcripts.

Expected outcomes of ABLP participants are as follows. 1) Develop curriculum and teaching materials to educate future business leaders in the 3 countries. 2) Develop cooperating relationship with leading companies of Japan, China and Korea, and provide internships and placement to the students with education tailored to become the business leaders in the East Asian region. 3) Develop higher level of recognition and popularity of 3 universities in Japan, China and Korea.

ICS has been setting boundary for GPA, and those who obtain higher complete the graduation requirement. At the same time, guidance and support system for low GPA students has strengthened, and also established substantial environment for student consultation and academic support.

3 universities are accredited by international accreditation organizations. ICS by ABEST21, PKU by EQUIS, and SNU by AACSB. In ICS, each course is evaluated by students by "Course and Faculty Evaluation". All students are also graded by respective faculty members, and both of the deadlines for submission to administration are set on exactly the same date for all courses to maintain the fairness among all members involved. Each faculty members review the "Course and Faculty Evaluation" carefully for future improvement of the contents of their respective courses.

