

**Results for Certified Evaluation and Accreditation
for Professional Graduate Business School**

**Chuo Graduate School of Strategic Management
Strategic Management Course**



Basic Information of the Institution	
Ownership: Private	Location: Tokyo, Japan
Accreditation Status	
Year of the Review: 2022	
Accreditation Status: accredited (Accreditation Period: April 1, 2023 – March 31, 2028)	

Certified Evaluation and Accreditation Results for Chuo Graduate School of Strategic Management Strategic Management Course

The overarching goal of the Chuo Graduate School of Strategic Management Strategic Management Course (Chuo Business School (CBS)) is to “produce highly trained professionals with deep academic knowledge and superior skills by providing education and research focusing on theory and practice based on academic studies.” The educational objective of CBS is to train “strategic management leaders (change leaders)” as defined in its mission statement: “We foster strategic leaders who turn knowledge into action through reflection to change the world.” Furthermore, in AY2018 CBS established NExT10, a ten-year action plan outlining strategies such as curriculum reform for developing strategic management leaders (change leaders) and the commitment to becoming a business school exclusively for businesspersons.

Based on the goals and objectives described above, CBS develops strategic management leaders (change leaders) using the MBA standard curriculum, in which students study theory and practice in the five areas of “strategies,” “marketing,” “human resource management,” “finance,” and “corporate legal affairs” through lectures and discussions. The Strategic Management Course also incorporates a distinctive “action and reflection” study cycle, a three-step process in which students (a) identify specific traits and characteristics of the leaders they aspire to become through kick-off seminar activities held immediately after enrollment and the first-year mandatory Leadership Core course, (b) put coursework learning into on-the-job practice (action), and (c) reflect on the results and process of on-the-job practice (reflection) to build knowledge and improve practical skills. The study cycle concludes with the term-end Reflection Seminar, a group-work activity in which students share their experiences with peers and faculty members as a step toward their next action. It is highly commendable that the course follows a sequential learning model that ensures students achieve constant growth and learning in the role of a strategic management leader (change leader).

Another notable feature is the use of the Minute Paper as a tool to improve teaching by allowing instructors to promptly incorporate student feedback into their lessons and materials. Student comments are responded to quickly and effectively, with instructor feedback given at the start of the next class.

The certified evaluation and accreditation found CBS to be committed to

implementing its strategies and on the path to resolving the lingering issue of below-capacity enrollment, with student enrollment showing signs of recovery. However, the Graduate School should review its course delivery methods, which since AY2022 have consisted generally of online lessons on weekdays and in-person sessions on Saturdays and Sundays, and establish teaching styles effective and suitable to the subjects being taught, taking into account student survey results and examining learning outcomes from various perspectives. The institution should also make systematic efforts to adopt a mechanism to properly evaluate the education and research activities of its full-time teachers, an issue the Graduate School is aware of as it was raised in the previous JUAA review. Going forward, CBS is expected to further develop its unique characteristics and strengthen its education and research activities.