

University Accreditation Results
(Results for Certified Evaluation and Accreditation for university)

University of Marketing and Distribution Sciences



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| Basic Information of the Institution | |
| Ownership: Private | Location: Hyogo, Japan |
| Accreditation Status | |
| Year of the Review: 2021 | |
| Accreditation Status: accredited (Accreditation Period: April.1.2022 – March 31, 2029) | |

Certified Evaluation and Accreditation Results for University of Marketing and Distribution Sciences

Overview

The University of Marketing and Distribution Sciences was founded on the philosophy of “contributing to world peace and fostering individuals who can contribute to the realization of a truly prosperous society through scientifically conducting research and education on marketing and distribution”, and has as its purpose to “enable students to develop creative intelligence and application skills through gaining a broader and better understanding of people, society, and culture, as well as studying and learning about economics and business administration, especially marketing and distribution, in a scientific manner, thereby fostering individuals who can contribute to the peace of humanity and development of the international community.” In order to realize its founding philosophy and purpose, the University has formulated the N-PLAN, Nakauchi Educational Institution Mid-/Long-Term Plan and is working to achieve its goals.

As for internal quality assurance, the University has developed a structure centered on the University of Marketing and Distribution Sciences Educational Council (hereinafter “Educational Council”) and is making efforts to make its PDCA cycle function effectively. However, since this internal quality assurance system was established in late 2019, there are still very few examples of the system actually serving its function. Going forward, the JUAA hopes the University makes the system function effectively by learning from past activities.

Concerning education, each faculty and graduate school has appropriately designed its curriculum according to the degree award policy (diploma policy) and curriculum design and implementation policy (curriculum policy). The University has created a course-taking flowchart and curriculum map that allow verification of the sequential and systematic nature of curricula and the appropriateness of the goals of each subject. Learning outcomes are measured on the basis of evaluation by students and teachers using class questionnaires and learning portfolios. The University formulated the Learning Outcome Measurement and Assessment Policy (Assessment Policy) and the Learning Outcome Measurement and Assessment Guidelines in 2021, establishing the guidelines and methods for identifying and measuring students’ learning outcomes. The University intends to identify and measure students’ learning outcomes with this system, which is expected to produce

favorable results.

A distinct feature of the University is that it uses requests for problem-solving from the industrial sector, administrative agencies, local communities, and other entities for student education as part of its social cooperation and contribution activity. Of particular note are the activities focused on developing students' active problem-solving skills, which are known as social co-creation activities. This is a highly commendable initiative as it contributes to the founding philosophy.

On the other hand, there are issues related to credit substantiation and student quota management. Specifically, regarding credit substantiation, although each faculty sets a limit to the number of credits students can register for in a year, a considerable number of students effectively exceed the credit registration limit because they can take subjects to which the limit does not apply. Although syllabuses describe the required preparation and review, and the system has been revised, measures to substantiate the credits are insufficient. Improvements are required in light of the purpose of the credit system.

Going forward, the JUAA hopes the University makes its internal quality assurance system function effectively, makes all faculty and staff members conscious of their roles and gets them involved with students, and solves the aforementioned issues by leveraging its management culture under which not only staff but also faculty members have administrative responsibilities, while also developing social co-creation activities and other distinctive initiatives.

Notable Strengths

Social Cooperation and Contribution

- The University has established a social cooperation and contribution policy in line with the University's philosophy, and the Social Cooperation Promotion Committee plays a central role in promoting social co-creation activities. Notable social co-creation activities include the Kobe Innovators Grand Prix (I-1 Grand Prix), a program aimed at developing innovating talent in which participants work with companies to develop products and business ideas, the M Lab/Problem Solving Lab that is held in collaboration with a local newspaper agency and the Hyogo Prefectural Government, and the Industry-Academia Cooperation Project that is held in collaboration with organizations such as Hyogo Printing Industry Association Co., Ltd. These activities are based on requests for problem-solving from the industrial sector, administrative agencies, local communities, and various other entities to the University, individual

faculties, and faculty members and form part of the student education program. This is a commendable initiative that contributes to achieving the University's philosophy of fostering individuals who can contribute to the realization of a truly prosperous society.

Suggestions for Improvement

Educational Program and Learning Outcomes

- Although the maximum number of credits that students can register for in a year has been set in the Faculty of Commerce, Faculty of Economics, and Faculty of Human and Social Sciences, the University allows students to register for credits in excess of the maximum number with regard to a range of subjects, including those related to acquisition of a teaching qualification. There are a considerable number of students who register for credits in excess of the maximum number. Although the system has been revised in response to the above, and syllabuses describe the required preparation and review, measures to substantiate the credits are insufficient. Therefore, improvements are required in light of the purpose of the credit system.
- In the Graduate School of Marketing and Distribution Sciences' Major in Marketing and Distribution Sciences, separate examination criteria do not exist for the thesis and the research assignment results (the criteria are the same). This should be improved.

Student Enrollment

- In the last five years, the average ratio of the enrollment number to the enrollment quota has been high at 1.25 for the Faculty of Economics' Department of Economics. This should be improved to ensure proper undergraduate student quota management.