

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

Graduate Institute for Entrepreneurial Studies



Basic Information of the Institution	
Ownership: Private	Location: Niigata, Japan
Accreditation Status	
Year of the Review: 2020	
Accreditation Status: accredited (Accreditation Period: April.1.2021 – March.31.2026)	

Certified Evaluation and Accreditation Results for Graduate Institute for Entrepreneurial Studies

The primary mission of the Graduate Institute for Entrepreneurial Studies Entrepreneurial Program is to contribute to the mutual development of the Japanese and global economies by developing human resources that will create new business either individually or within an organization, respond to the needs of the local society, and contribute to the global society. Specifically, the program places an emphasis on providing education that cultivates attributes capable of starting a business and creating new business inside an organization (entrepreneurship), developing the human resources that will act as a networking hub connecting Niigata to the world, revitalizing the surrounding Niigata region, and working to create “Active Entrepreneurs” that are intimately connected to the Niigata region.

Niigata City is actively developing support for start-ups and job creation and expansion while creating bases that strengthen international competitiveness through industry-academia-government collaborations, so the program is socially significant as a business professional graduate school that aims to allow citizens to earn their MBA while working as well as an education facility responsible for educating entrepreneurs who can contribute to regional development that responds to the needs of the region. The program aims to achieve its three objectives of 1) gaining international recognition as Japan’s leading professional school for entrepreneurs, 2) creating a global network based in Niigata through practical entrepreneurship education and support, and 3) contributing to the development of the regional and global economies so that the school can achieve the goal of being the “No. 1 Professional School for Entrepreneurial Design” as detailed in the 2019 “Future and Mid-term Plan” for the target status of the University in 2029.

In order to achieve this, the University launched a six-point long-term core policy that includes the establishment of a unique educational method and educational quality assurance program as well as cooperative undertakings with local universities and businesses to contribute practical education and research. Its distinct features are ambitious initiatives for the development of the local and global economies by creating exchange agreements with numerous Asian and European universities along with active recruitment of exceptional exchange students from abroad. In order to foster entrepreneurship, freshmen in the curriculum take Business Plan Creation as a compulsory subject to actively learn the basic knowledge and skills needed to create a

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business plan and then gradually increase their understanding of how to create effective business plans as the program progresses. Additional distinctive features are the EIT (Entrepreneurship Intensity Track) system where the faculty team supports students looking to start a business either while enrolled or immediately after graduating and practical entrepreneurship support provided by the Entrepreneurship Design School, which provides practical support through an outside entrepreneur network comprised primarily of alumni.

However, after receiving the results of the previous Certified Evaluation and Accreditation for Professional Graduate Business School, the program must address the following issues as it improves. For example, because the age distribution of full-time faculty shows an increase in faculty over 50 since the last evaluation, we recommend continuous recruitment efforts and adding younger faculty as well as having faculty organized in a way that accounts for age distribution.

The current evaluation also uncovered the following issues.

Firstly, while the long-term core policy, mid-term action plan, and milestones to achieve the 10-year goal of becoming the “No. 1 Professional School for Entrepreneurial Design” have been established in detail, the path to achieve this goal is abstract and so lacks any practical guarantees. The progress of milestones and the mid-term action plan to date should be examined after re-clarifying the University's desired position.

Second, while certain criteria involving education were established in the assessment of academic achievement, biased evaluations appeared in a handful of courses and so appropriate criteria must be employed to ensure rigorous assessments of academic achievement, including reviews to establish the degree of success for each course. Surveys are distributed to gauge educational outcomes, but they are established and implemented by individual committees. It would be advisable to have the measurement method for each survey's learning outcomes systemized and reviewed as a whole, including examinations into benchmarks.

Third, there are no full-time faculty in core business professional graduate school courses like Business Management and Human Resource Management and this should be improved.

Fourth, while confidentiality agreements based on the program's Information Treatment Regulations involving the handling of corporate data used in creating business plans is mandatory for all faculty and students, the same policies apply to alumni at all times and so regulations must account for this when actively engaging in the numerous activities involved in developing entrepreneurship.

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These issues should be addressed and we hope that the University will further evolve their education focused on fostering their trademark “Active Entrepreneurs”. And because many of the initiatives that began in 2019 require mid- and long-term timelines to verify actual results, we hope that such initiatives will be actively implemented in the future while the program achieves steady results.