

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

The Graduate School of Business Administration,  
the University of Kitakyushu



Basic Information of the Institution	
Ownership: Public	Location: Fukuoka, Japan
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Accreditation Status: Accredited (Accreditation Period: April.01.2016 – March.31.2021)	

## **Certified Evaluation and Accreditation Results for the Graduate School of Business Administration, the University of Kitakyushu**

The Master of Business Administration graduate program in the Graduate School of Business Administration at the University of Kitakyushu (hereafter, the Program) sets the purpose of “making contributions to the development of local industries, culture, and society, and the development of global society including Asia by producing pioneering knowledge of our age and fostering talented persons with rich human qualities” as a common basis of the entire university. In particular, the Program was established with the purpose of “training highly specialized professionals who can lead the community with high ethics and global perspectives through absorbing broad knowledge and developing comprehensive problem-solving competencies, in order to promote innovative enterprise creation and organizational reform in the areas of for-profit and non-profit organizational activities.”

The Kitakyushu area, where the Program is located, has taken a proactive role in the modernization of Japan. This area is a UNESCO World Heritage Site, recognized for its role in Japan’s Meiji Industrial Revolution, and in particular its shipbuilding, coal mining, and iron and steel heritage. The Program reflects these historical circumstances as well as the local features of being close to Asia, and sets its mission as making contributions to the autonomous development and industrial promotion of the local community. Its concrete features involve training highly specialized professionals who can demonstrate innovation in, business management in the business sector, public administration in the public sector, the local economy of Kitakyushu, or the Asian regional economy including China.

With regard to its curriculum and educational method, the Program formulated a curriculum design policy utilizing the practice of creating an educational bridge between theory and practice that is the basic mission of a professional graduate school. In addition, the Program adopted the cumulative course system as its educational system. Subjects are classified into four stages: basic subjects, advanced subjects, executive subjects, and project research subjects. In order to achieve the goal of bridging theory and practice, full-time and special-appointed faculty members and other staffs are placed properly into each stage. In particular, the Program hired individuals who have rich practical experience and play active roles in corporations or NPOs representing the Kitakyushu area as special-appointed faculty. They are assigned to teach executive subjects as well as applied and specialized subjects, in which they teach their specialized field in detail. This provides an opportunity for students to gain knowledge about and experiences with the Kitakyushu area.

Due to the fact that many of the Program’s students are adults in the workforce, the Program has established a Long-Term Student Provision that allows students to take required courses beyond the standard term of completion but within the limit of an additional two years. In addition, the Program has set up a satellite campus in the JR Kokura station building with consideration for the convenience of commuting adult students. This location offers the best access to transportation, and creates a good environment for adult students’ learning by offering classes on weekday evenings.

However, while the Program has made notable efforts, the following issues remain to be solved.

First, in terms of the policy on degree award, “knowledge and understanding,” “skills,” and “attitude” are listed. Because such skills as reasoning skills, analytical skills, communication skills, and problem-solving skills may not be sufficiently acquired through regular lectures, the Program should include practical training and fieldwork in the curriculum.

Second, because most of the admitted students are adults who work regular jobs, the system of internship has not been instituted. Considering the attributes and particular

purposes of current students, the Program should enrich its curriculum to include field studies as well as international and domestic internship programs in collaboration with private companies for students who came directly from undergraduate programs or who are working in the public sector.

Third, while the Program has set up a satellite campus in the building of JR Kokura station and offers classes on weekday evenings, the learning environment of the satellite campus needs to be improved so that students can conduct research and study there. The Program should expand computer rooms and self-study rooms in the future.

With regard to admission of students, the Program conducts entrance examinations twice a year (in fall and winter), and sets the selection criterion, method, and procedure based on the admission policy. As the Program selects its applicants, it places potential students into one of two categories: adult students who have at least two years of practical experience, and students who advanced directly from undergraduate programs or have less than two years of practical experience. The Program bases its admission decisions on applicants' personal history, experience of accomplishment, experience as a leader, and plans for their future careers. Although the number of incoming students has increased in recent years due to public relations efforts (including presentation meetings), the number of incoming students has been lower than the student admission quota over the years. It is expected that the Program will make further efforts to increase the number of applicants.

The Program strategically chooses Chinese areas as the target of business, however countries or regions that would like to do business with this geographic region are not limited to only Chinese areas. Therefore, the Program should facilitate the acceptance of international students from a broader geographical area. Furthermore, it is possible that a new market for student recruitment will be developed that potentially includes those who have demonstrated talent in starting businesses or social ventures or businesses focused on Chinese areas. Lastly, and the recruitment of students who advanced directly from undergraduate programs and international students should be recognized as a notable feature of the Program.

Finally, a public university corporation needs to create the annual and midterm plans based on the midterm objective set by the founding local government, and the achievement, is to be evaluated by the evaluation committee established in the local government. The educational content of the Program is comprehensively evaluated annually and at the end of the midterm plan. Paying close attention to the evaluation system of the public university corporation and the professional graduate school accreditation system, and working together with the evaluation office of the entire university, the Program has developed the Program's Self-Study and Evaluation Committee and conducted self-study. In order to further consolidate the self-study system, in October 2010 the Program set up an Advisory Committee, which consists of learned individuals of the community, for hearing the broad needs and opinions of local businesses, economic organizations, the administration, and students who completed the Program, and incorporating these into its curriculum and educational content. A crucial issue specific to a public university corporation is whether it makes products related to the local community or makes contributions to the local community, as consideration for the local community is indispensable.

The purpose of the Program—training innovative talents who can lead the community and promoting the local economy—are common issues among many region in Japan, and the Program's effort is highly valuable. It is hopeful that the Program makes further progress as a community-based professional graduate school of management.