

MBA

2021

Program in
International Business



Located in central Tokyo

Classes offered on weekday evenings and Saturdays



Creating Global Leaders



筑波大学
University of Tsukuba

Mission Statement

Tsukuba MBA in International Business develops ambitious individuals into responsible global leaders.

The Tsukuba MBA-IB Program was established in 2005 as a Professional Degree Program on the University of Tsukuba's Tokyo Campus to develop international business management professionals who can act autonomously in the new global business environment.



Welcome from the Chair

It has been 15 years since Tsukuba MBA-IB program was launched in 2005. In the past years, we have achieved great progress in reaching the educational objective of MBA-IB program, which is to develop ambitious individuals into responsible global leaders. We have developed a structured and practical curriculum which includes not only traditional MBA courses, but also a wide range of elective courses in responding to diverse needs of our Japanese and international students. We have signed agreements with 9 leading universities

around the world that facilitate us to exchange our students with overseas students under Tsukuba Short-term Study Program (TSSP). Moreover, MBA-IB students are encouraged to participate in the Chartered Financial Analysis (CFA) competition, overseas corporate visiting and academic conferences. We believe that all these activities will enhance the international adaptability of our students to face complex business situations. We will continue to provide students with the best of global MBA education by integrating business sciences and

professional practices. We are looking for applicants who aim to become global leaders equipped for careers in international business regardless of nationality and industry.



**Chair,
Professor, Ph.D.
Hua Xu**

CORE FEATURES

English : Official Language	English is the official language ^{*1} for use in classes as well as for program operations.
2-year program for working professionals	Acquire knowledge and build skills required for global business over two years.
Classes on weekday evenings and Saturdays	MBA-IB coursework is designed for busy business people.
Modern facilities located in Central Tokyo	Leading education district surrounded by nature, easy access from major train stations in Tokyo.
A top-ranked National University	The University of Tsukuba is a National University, well-known in Japan and abroad for its distinguished research and teaching achievements (RU11 member university ^{*2}).

*1 Dual language (Japanese and English) instruction might be offered for a few elective courses due to the educational purpose.

*2 RU11 is a consortium which consists of 11 Top Research Universities in Japan (Hokkaido University, Tohoku University, University of Tsukuba, The University of Tokyo, Tokyo Institute of Technology, Nagoya University, Kyoto University, Osaka University, Kyushu University, Waseda University, Keio University), which are highly active in the international academic community.

LEARNING ENVIRONMENT

A wide variety of interactive courses	Students can customize their own coursework depending on their interests and objectives.
International learning opportunities	MBA-IB offers exchange and fieldwork programs that allow students to learn at partner universities and visit global companies outside of Japan.
Practice and academic-oriented business projects	Students can choose their own topic and select a format from five different types of Business Projects.
Diverse faculty and students	Approximately half of the faculty is made up of international professors, and a quarter of student body is multinational working professionals in Japan.
Low student-to-faculty ratio	Usually less than seven students per faculty, allowing deep and meaningful learning opportunities.

Message from Alumni

Bryce Raynor

**MBA-IB Graduate
Class of 2019**



In 2017, I made the decision to join the Tsukuba MBA-IB Program in order to gain a greater understanding of international business. Since I specialized in Psychology in my undergraduate years, I felt that I lacked a lot of essential knowledge in areas such as Accounting, Finance, Marketing and Management. Over the two years in this program, I have become more familiar with all facets of business management through the courses provided by the program and built relationships with professors, lecturers and colleagues came from diverse backgrounds. Thanks to this program, I feel that I have the tool set and the network to help me create the change I want to make in my field and in my career.

I urge future students to be open to making mistakes, eager to learn and daring to take advantage of all the opportunities that University of Tsukuba offers.

Nguyen Tu-Dung

**MBA-IB Graduate
Class of 2020**



When I was reflecting on my two years at the University of Tsukuba MBA-IB program, I realized that I had gained more than I had ever expected. I was able to study in a diversified environment with many fellow students from different backgrounds and industries. I could learn from many renowned professors for their extensive knowledge and professional experience. I had the chance to participate in various overseas study trips which brought a wealth of the real business world experience. And last but not least, I was grateful that I could broaden my knowledge, enrich my life experience and establish a network of professionals to improve my career growth and development. I believe each and everyone of us has unique interests and goals, but what makes us be here together is the constant thirst for new knowledge and skills. So rock it! Earn your Master Degree in a marvelous way. Enjoy every moment of your school time to the fullest. Don't give up. The journey is worth it in the end. Good luck and have fun.

Mahatab Mohin

**MBA-IB Graduate
Class of 2021**

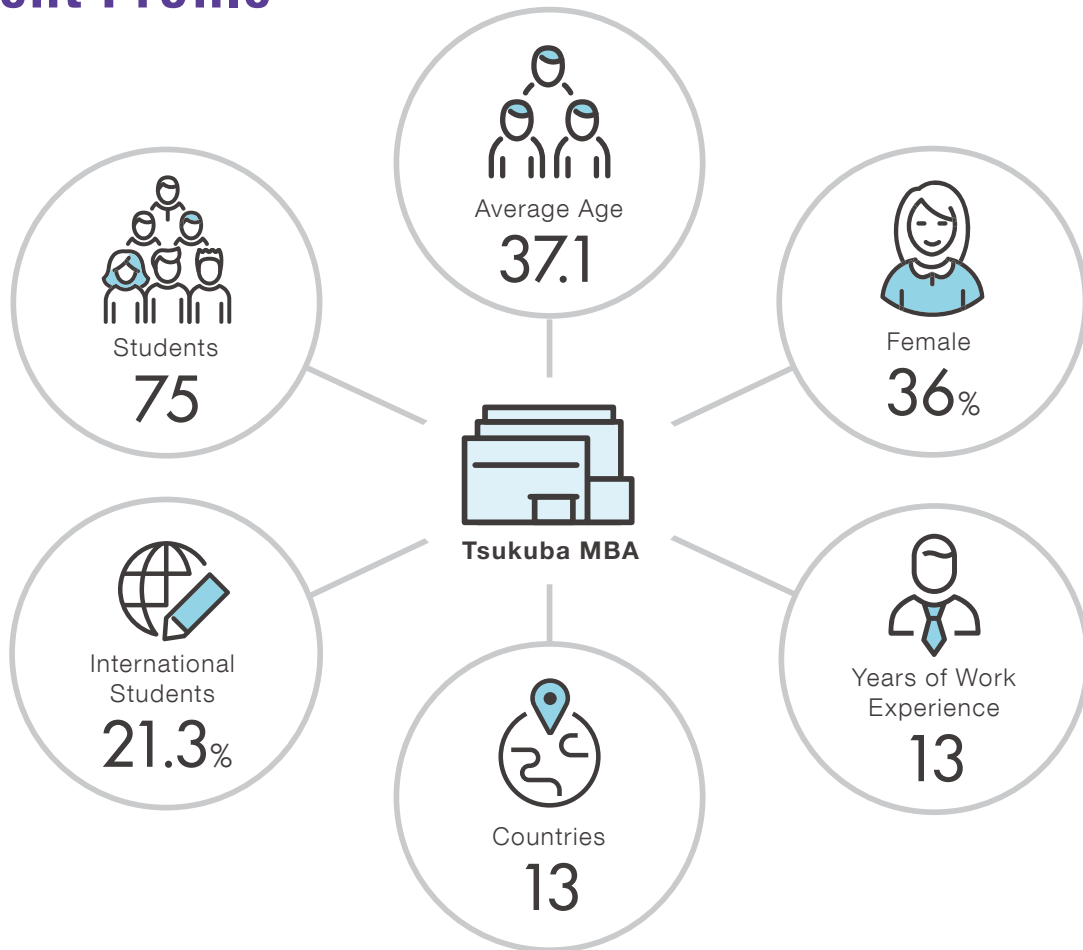


Being a graduate of engineering background, I always wanted to pursue a business study program. I was leading an IT team in a multinational company when I applied for the Tsukuba MBA-IB program, But I did not have much business knowledge in areas beyond IT. I was looking for a program that would allow me to gain knowledge about all aspects of doing business in a corporate environment and most importantly, the program would be flexible enough to complete while doing my full-time job. The Tsukuba MBA-IB fulfilled my requirements. The program is very well balanced, it helped me to gain knowledge not only in marketing or business strategy but also in HR, finance & managerial accounting. It reinforced my existing knowledge about cross-cultural management & helped me to understand global macro-level factors that can affect business. On top of it, it was a lifetime opportunity to build a network of trusted friends who are from diverse backgrounds, still speaks the same mind.

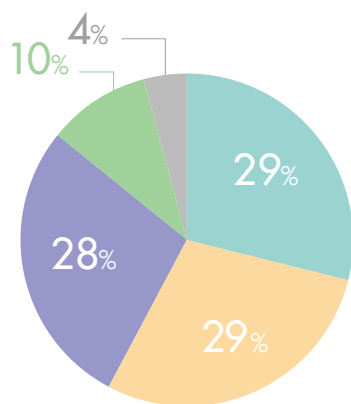
For the prospective students, I would say take the challenge, you will not notice how time flies and in the end, you will feel much accomplished than before.

Diversity

Student Profile

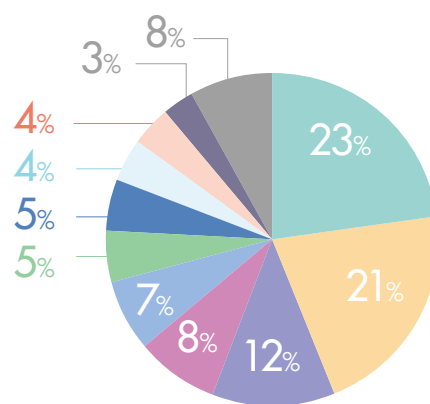


Academic Background



- Science, Engineering
- Economics, Business
- Liberal arts
- Law, Politics
- Others

Career Background



- Manufacturing
- IT, Software, Telecom
- Consulting, Think tank
- Pharmaceutical, Medical device
- Finance, Insurance, Securities
- Transportation, Utilities
- Real estate, Construction
- Education
- Distribution, Trading
- International institution, Government, Public sector
- Others

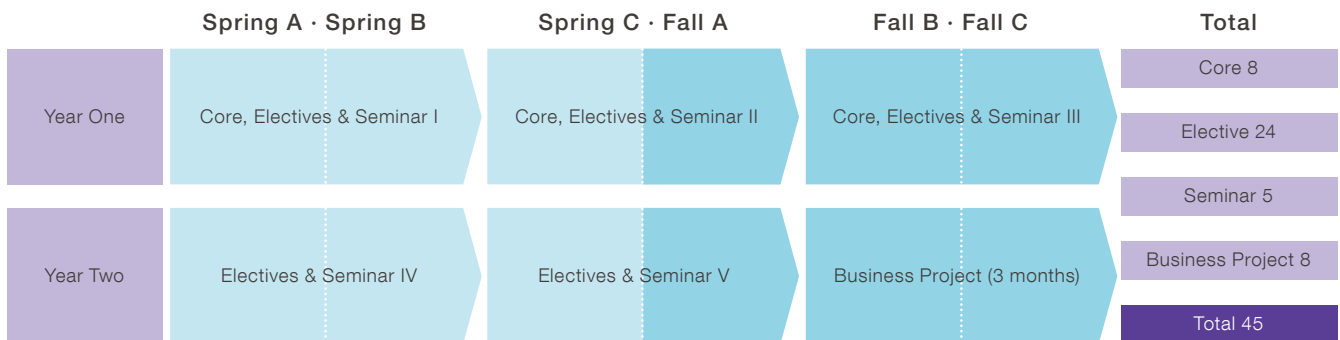
*Students data as of 1st April 2021

FEATURES AND COURSE WORK

To achieve our mission in developing global leaders with competencies to deal with the international business environment, our MBA program provides well balanced course work based on five areas of study: Organizational Management, Business Strategy, International Adaptability, Applied Information and Common Area.



Typical Course Load



Most courses are structured around five 150-minute classes and given all day on Saturdays (8:55 – 21:00) and on weekday evenings (18:20).

Business Project

ICP

The In-Company Project is carried out at the student's workplace, and generally involves some aspect of research, development or planning that is important to the student's employer.

BPD

The Business Plan Development is a unique entrepreneurial experience to prepare for launching a business. The student will have to cover a wide range of issues related to business modeling, strategy, finance, accounting, marketing and human resource management.

IRR

In the Independent Research Report, students are expected to write an academic dissertation equivalent to that of a master thesis. Students will need to review relevant literature, establish a research question or analytical framework, develop hypotheses, and collect and analyze public or original data.

OI

During an Overseas Internship, students will experience practical training in a foreign country by interning with a foreign company or a subsidiary of a multinational company (including a Japanese-affiliated company) located overseas.

JI

During a Japan Internship, students will experience practical training in Japan by interning with a Japanese company or a subsidiary of a multinational company located in Japan.

Courses as of April 2021 (not all courses are listed below)

Compulsory Courses

Core Courses (for First Year students)	<ul style="list-style-type: none"> - Organizational Management I: Organizational Management - Human Resource Management I: Human Resource Management - Marketing I: Marketing Management - Business Strategy I: Business Strategy 	<ul style="list-style-type: none"> - Finance I: Corporate Finance - Accounting I: Basic Accounting Theory - Global Management I: International Relations and Economics - Operations Management I: Operations Management
Seminars	- Seminar I, II, III (for First Year students)	- Seminar IV, V (for Second Year students)
Business Project	- Business Project (for Second Year students)	

Elective Courses

Organizational Management Area	<ul style="list-style-type: none"> - Executive Soft Power for Global Business Management - Global Skills I: Coaching to Grow People - Human Resource Management II: Stress Management 	<ul style="list-style-type: none"> - Organizational Management II: Professional Manager - Leadership and Interpersonal Dynamics - Corporate Philosophy in Global Organizations
Business Strategy Area	<ul style="list-style-type: none"> - Accounting II: Financial Analysis - Accounting III: Managerial Accounting - Accounting IV: Empirical Accounting Research - Business Model Innovation - Entrepreneurship I: Entrepreneurship - Entrepreneurship II: Demand Chain and Innovation - Finance II: Valuation - Finance III: Derivatives 	<ul style="list-style-type: none"> - Law, Public Policy and Business Strategy regarding Cultural and Creative Industries - Introduction to Economics II - Marketing II: Market Research - Cases and Application - Marketing III: Branding - Technology Management - International Business Development
International Adaptability Area	<ul style="list-style-type: none"> - Business Studies (Seminar) - Business Studies (Fieldwork) - Cross Cultural Management I: Managing Across Borders - Cross Cultural Management II: The Challenges of Globalization 	<ul style="list-style-type: none"> - Global Knowledge II: International Relations - Global Management III: International Peace Operations - Global Management VII: Advanced International Political Economy
Applied Information Area	<ul style="list-style-type: none"> - Business Simulation - Data Analysis I: Introduction to Data Analysis - Data Analysis II: Principle of Quantitative Research - Data Analysis III: Data Mining - Introductory Data Analysis: Invitation to Quantitative Analysis 	<ul style="list-style-type: none"> - Operations Management II: Decision Analysis - Operations Management III: Risk Analysis - Operations Management IV: Project Management - Operations Management VI: Systems Design Theory
Common Area	<ul style="list-style-type: none"> - Business Communication Skills I - Business Communication Skills II - Business Project Writing - Case Study Practice 	<ul style="list-style-type: none"> - International Conference Seminar I - International Conference Seminar II - Introduction to Corporate Social Responsibility - MBA-IB Speaker Series

Others

Basic Courses	<ul style="list-style-type: none"> - Basic Mathematics - Introduction to Economics I
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DEGREE REQUIREMENTS (NUMBER OF CREDITS NEEDED)	Core	8	Business Project	8
	Elective ^{*1}	24	Basic ^{*2}	2
	Seminar	5		

*1 Minimum 24

*2 Credits of Basic Courses are not included for Degree Requirements 1 credit per course (except Business Project)

Cross Registration

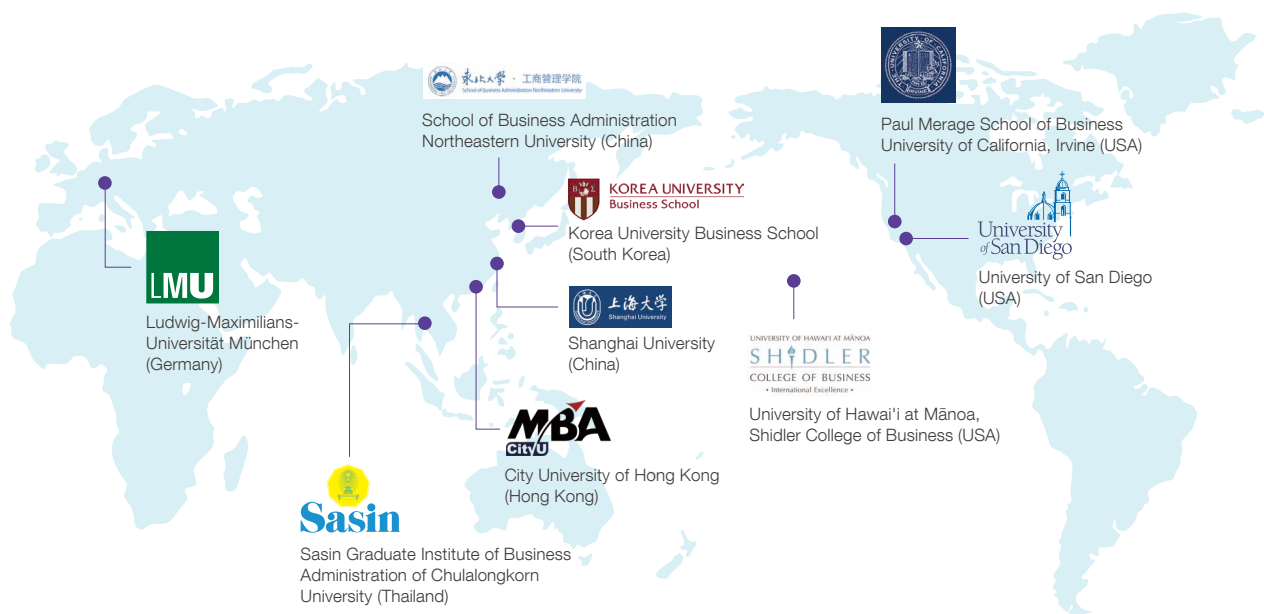
MBA-IB students may register for courses offered by other graduate-level programs of the University of Tsukuba. A total of 10 credits from other graduate programs can be counted towards the 24 elective credits required for graduation upon approval by the MBA-IB faculty.

GLOBAL NETWORK

Tsukuba Short-term Study Program (TSSP)

MBA-IB has entered into student exchange programs with leading overseas universities under the Tsukuba Short-term Study Program (TSSP). TSSP is a great opportunity for MBA-IB students who would like to get exposed to the

business cultures of other countries. Exchange students from each side are enrolled as visiting students and remain members of their home institutions. They are exempted from tuition and registration fees at the host institution.



Overseas Business Studies



Students visit, learn about, and deliver presentations to companies and institutions operating in a range of innovative industries in various overseas locations such as Zurich, Nyon, Geneva, Zug, Berlin, Silicon Valley and Singapore.

*Not implemented in 2020 due to Coronavirus Pandemic.

COLLABORATION with INDUSTRY

Speaker Series

MBA-IB invites executives from various industries for interactive sessions. In 2020, top executives from Mitsubishi Corporation, Asahi Soft Drink, Showa Aircraft Industry, and Alix Partners joined our classes. They talked about strategies and implementations in the real world. Students participated in case discussions prior to guest speeches.



In-person class in 2019



Conducted online in 2020 in response to the Coronavirus Pandemic

CFA Institute Research Challenge

CFA Institute Research Challenge (CFAIRC) is "Investment Olympics", where more than 10,000 students have participated in globally and have competed in equity analysis report and presentation.

Tsukuba MBA-IB team has been the Japan winner in 2010, 2014, and 2017, finalist in 2011, 2012, 2013, 2016, and 2019.



Faculty Members



Caroline F. Benton



Vice President of Global Affairs
PhD (Industrial Engineering and Management)
Tokyo Institute of Technology
Research Areas: Global Leadership, Knowledge Management, Business Strategy



Junjian Gu



PhD (Economics)
Nagoya University
Research Areas: Accounting Quality, Auditing, Fundamental Analysis, Taxation
Courses: Basic Accounting Theory, Managerial Accounting, Financial Analysis, Empirical Accounting Research



Takashi Hirai



PhD (International Studies)
Waseda University
Research Areas: Management of Technology/Innovation, Business Model, Competitive Strategy
Courses: Business Model Innovation, Technology Management, Demand Chain & Innovation



Yasunobu Kino



PhD (Systems Management)
University of Tsukuba
Research Areas: Systems Modeling, Software Development
Courses: Project Management, Systems Design Theory



Remy Magnier-Watanabe



Program Vice Chair
PhD (Industrial Engineering and Management)
Tokyo Institute of Technology
Research Areas: Cross-Cultural Management, International Business, Knowledge Management
Courses: Managing across Borders, the Challenges of Globalization, Case-Study Practice



Toru Noda



PhD (Business Administration)
University of Tsukuba
Research Areas: Corporate Turnaround, Leadership Development
Courses: Corporate Management, Professional Manager, Speaker Series



Mina Ryoke



PhD (Engineering)
Osaka University
Research Areas: Data Analysis, System Modeling and Simulation, Soft Computing, Affective Engineering
Courses: Introduction to Data Analysis, Invitation to Quantitative Analysis, Principal of Quantitative Research, Data Mining, Business Simulation, Business Mathematics (Shared), Operations Management (Shared)



Caroline S.L. Tan



PhD (Marketing)
Keio University
Research Areas: Consumer Behavior, Social Media Marketing, Luxury Marketing, Sports Marketing, Sustainability
Courses: Marketing Management, Branding, Overseas Business studies



Aki Tonami



PhD (Global Environmental Studies)
Kyoto University
Research Areas: International Political Economy, Foreign Policy Analysis, Development and Environment, Asia-Europe relations
Courses: International Relations and Economics, Advanced International Political Economy



Hua Xu



Program Chair
PhD (Engineering)
Hiroshima University
Research Areas: Operations Management, Systems Approach
Courses: Decision Analysis, Risk Analysis, Business Mathematics (Shared), Operations Management (Shared)

Advisory Board



Mr. Elmar Dresbach



Mr. Hidehiro Konno



Mr. Jeffrey McNeill

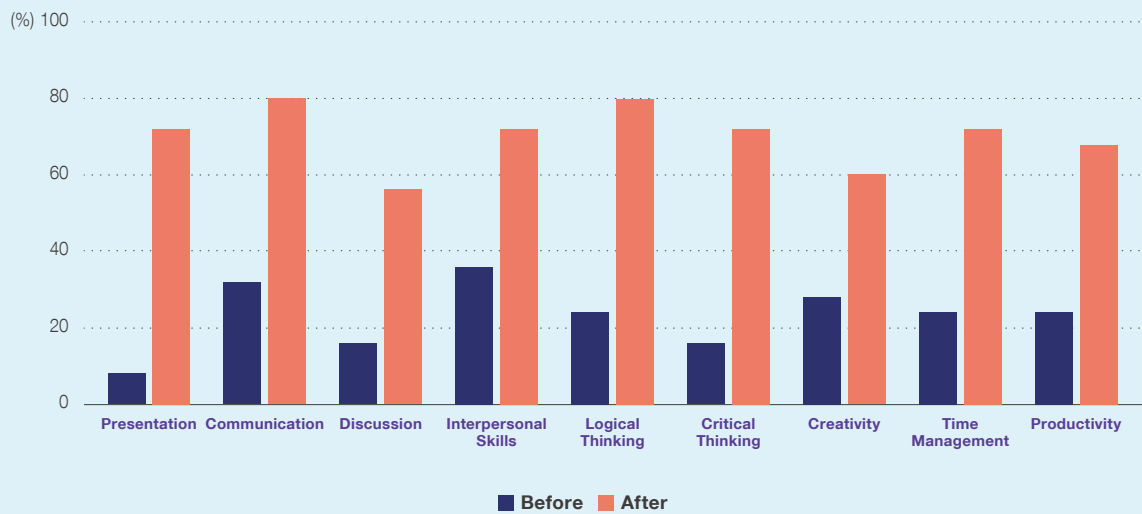


Mr. Michael J. Yoshii

Alumni Snapshot 1

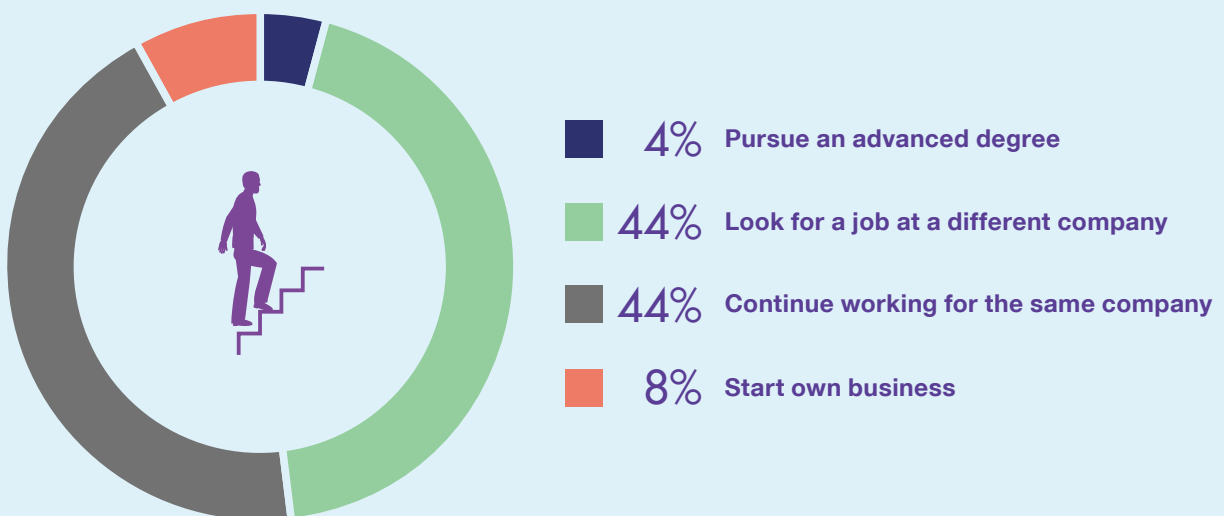
The following shows the results of a survey for MBA-IB students who graduated in March 2020.

Competence self-assessment before and after attending MBA-IB



*This graph shows how much the percentage of those who are confident in their competences in the respective fields has increased after attending the MBA-IB program.

What are your future plans?



Alumni Snapshot 2

The following shows the results of a follow-up survey for all past MBA-IB alumni.

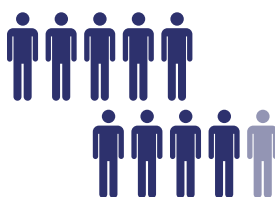
HIGH LEVELS OF SATISFACTION

71%



satisfied with their job

9 out of 10



would recommend MBA-IB

PERSONAL AND PROFESSIONAL GROWTH

87%



say MBA-IB contributed to their career

85%



report enhanced intellectual & personal growth

1 in 2



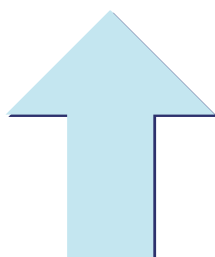
graduate is promoted to a higher position within 2 years after graduation

INTERNATIONAL ALUMNI



14% of alumni work abroad in cities such as Düsseldorf, Zurich, Geneva, California, Asunción (Paraguay), Shanghai, Taipei, Singapore, Dubai, and Nairobi

83.7%



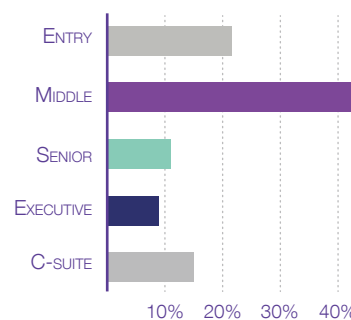
OF GRADUATES REPORTED A SALARY INCREASE

7 TOP ACQUIRED SKILLS



- 83% Apply Knowledge to workplace
- 82% Oral Presentation Skills
- 81% Strategic Thinking Skills
- 77% Awareness of international issues
- 77% Logical Thinking Skills
- 76% Speaking Skills
- 76% Ability to work in a setting of diversity

MORE THAN 78% IN MIDDLE TO C-SUITE LEVEL



Admission Information for Classes beginning on 1st April 2022

 <p>NUMBER OF STUDENTS ADMITTED AND STUDY PERIOD</p> <p>30 students</p> <p>2 year program</p>	 <p>DEGREE CONFERRED</p> <p>Master of International Business Administration (Professional Degree) 国際経営修士(専門職)</p>	 <p>ADMISSION QUALIFICATION</p> <p>Bachelor holders (or equivalent) with at least one year of work experience</p>
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Admission Schedule

1	Check Application Guidelines	Application Guidelines are available at https://www.office.otsuka.tsukuba.ac.jp/examinee/mbaib/
2	Web Entry and Application Document Submission	Tuesday 7th September 2021 - Saturday 25th September 2021
3	First Screening Result	Friday 22nd October 2021
4	Second Screening (Interview)	Saturday 13th November 2021 (For Applicants residing overseas) Sunday 14th November 2021 (For Applicants residing in Japan)
5	Second Screening Result	Friday 3rd December 2021
6	Admission Procedure	Before mid-February 2022 *Admission fee ¥282,000; *Annual tuition ¥535,800 (Total two years ¥1,353,600) *as of 1st April 2021

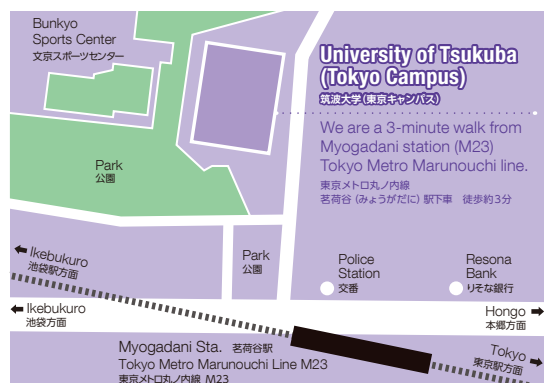
Eligibility Screening
Tuesday 17th August 2021- Saturday 28th August 2021
Eligibility screening is required for applicants who do not hold a bachelor's degree before Web Entry.

For further details, please access our website: www.mbaib.gsbs.tsukuba.ac.jp/admissionindex/

Admission Statistics (average in the past three years)

<p>Applicants</p> <p>88(41)</p>	<p>Successful Applicants</p> <p>35(9)</p>	<p>Admitted</p> <p>32(7)</p>
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(Numbers in brackets: International Candidates)



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