

# MBA-Program in International Business

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SATURDAY, OCTOBER 19, 2024  
15:00 – 17:00

# Agenda

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## Introduction of Participants

- Mission Statement
- Changes after COVID-19
- New grading system
- Recruiting in progress

## Report on MBA-IB Progress

- Student and faculty profiles, adjunct professors/lecturers
- Awards
- MBA-IB speaker series

- Business Project types
- Update on programs aimed at internationalization
- Exit questionnaire of 2024 graduating students
- Open campus events
- Applicants and competitive ratio
- Alumni

## Feedback/Advice from Board Members

# Participants

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## ADVISORY BOARD MEMBERS

Mr. Jeffrey N. McNeill,  
Market Makers Inc., President

Mr. Hidehiro Konno,  
Mitsubishi Corporation

Mr. Michael J. Yoshii  
Latham & Watkins, Partner

Mr. Elmar Dresbach,  
Abbott ARDx, President Japan

## MBA-IB FACULTY AND STAFF

Prof. Caroline Benton

Ass. Prof. Junjian Gu  
(on sabbatical)

Prof. Takashi Hirai

Prof. Kevin K.W. Ho

A. Prof. Yasunobu Kino

Prof. Remy Magnier-  
Watanabe (Chair)

Prof. Toru Noda

Prof. Tadashi Ono  
(Emeritus)

A. Prof. Mina Ryoke

A. Prof. Caroline Tan

A. Prof. Aki Tonami

Prof. Hua Xu

Mrs. Nozomi Hanawa

# Mission Statement

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

## **Core features**

- English as official language
- 2-year program for working professionals
- Classes on weekday evenings and Saturdays
- Modern facilities located in Central Tokyo
- A top-ranked National Univ.

## **Learning Environment**

- A wide variety of interactive courses
- International learning opportunities
- Practice and academic-oriented business projects
- Diverse faculty and students
- Low student-to-faculty ratio

# Changes After COVID-19

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Switched to 100% online submissions for business project-related documents

Business project presentations back face-to-face

Seminars can be face-to-face, online or hybrid

As a rule, up to 50% of course sessions face-to-face


# New Grading System

To be consistent with the rest of the University of Tsukuba

Students enrolled before AY2023		
Grade	GPA	Distribution
A	4.0	20%
A-	3.7	
B+	3.3	70%
B	3.0	
B-	2.7	
C+	2.3	10%
C	2.0	
C-	1.7	
D	0.0	-
E	(no grade point for withdrawal)	

Students enrolled after AY2024		
Grade	GPA	Distribution
A+	4.3	10%
A	4.0	10%
B	3.0	70%
C	2.0	10%
D	0.0	-
E	(no grade point for withdrawal)	


# Recruiting a New Faculty in OB/HRM



Career support portal site for all researchers and research staff who are pioneering innovation

Recruiting Institutions sign-up/sign-in

Register nowSign-inJPEN

 Japan Science and Technology Agency

[Top](#) > [Search results](#) > Detailed information

## Detailed information

Now recruiting

📍 Work location : Kanto district - Tokyo

📅 Date of publication : 2024/08/09

**Assistant Professor (Organization Behavior / Human Resource Management)**

D124080788

National university

**University of Tsukuba** 📄

[<https://www.mbaib.gsbs.tsukuba.ac.jp/>]

📖 Research field : Humanities & Social Sciences - Business administration

👤 Assistant Professor level : Others - Nontenured - Tenure-track - Probationary period present

[Share](#) [Post](#)

🖨️ Print preview

Date of update : 2024/09/19 End date of accepting applications : 2024/10/18

### Job description

[Background of the recruitment and description of the project]

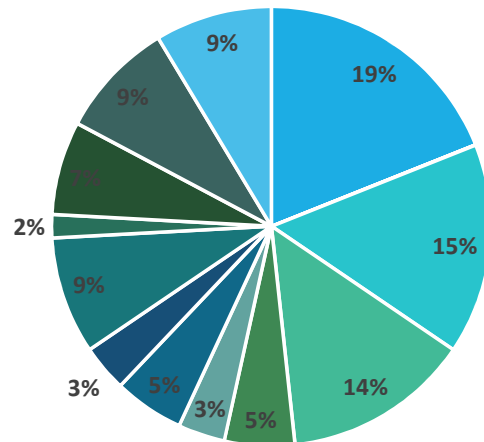
Full-time Faculty (Educational Organization: MBA Program in International Business, Graduate School of Business Sciences, Humanities and Social Sciences)

[Work content and job description]

1. Conduct research in the fields of Organizational Behavior and/or Human Resource Management.
2. Teach three or more courses related to Organizational Behavior, Human Resource Management, and related fields (each course consisting of five 2.5-hour sessions).
3. Supervise and mentor students, including advising on their Business Project (equivalent to a master's thesis).
4. Participate in administrative duties such as committee work within the program and the university.

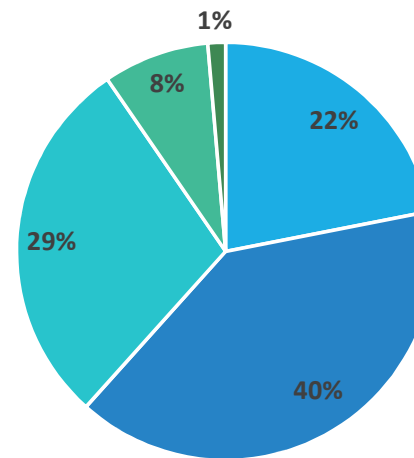
# Student Profiles as of October 1, 2024

Industry



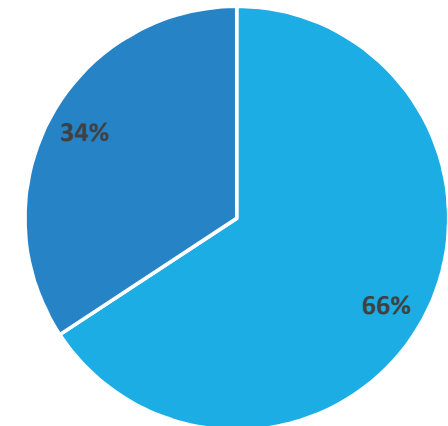
- Manufacturing
- Finance/Insurance/Securities
- Distribution/Trading
- Transportation/Utilities
- Pharmaceutical/Medical device
- Service
- Others
- Real Estate/Construction
- IT/Software/Telecom
- Education
- Medical/Welfare
- International institution/Public sector
- Consulting

Age



- 20's
- 30's
- 40's
- 50's
- 60's

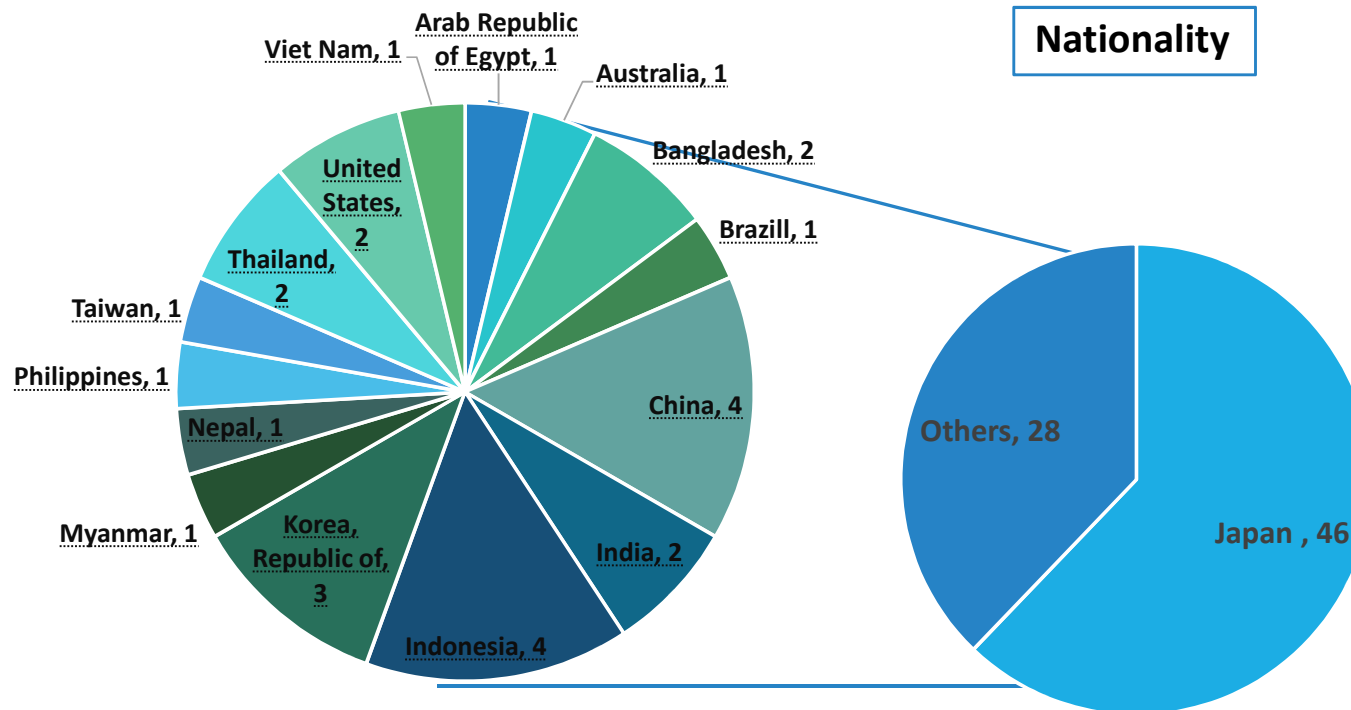
Gender



























- Male
- Female

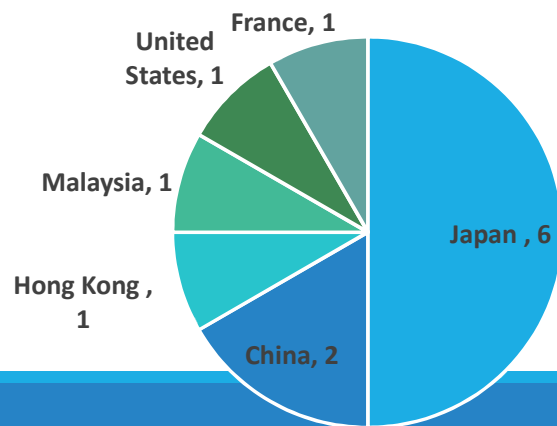


# Student Profiles as of October 1, 2024



# Faculty Profiles as of October 1, 2024

  <p><b>Caroline F. Benton</b></p> <ul style="list-style-type: none"> <li>1) Global Leadership, Knowledge Management, Subjective Well-being</li> <li>2) PhD (Tokyo Institute of Technology), MBA (U. of Tsukuba)</li> <li>3) Organizational Management I: Organizational Behavior, Case Study Practice</li> </ul>	  <p><b>Junjian Gu</b></p> <ul style="list-style-type: none"> <li>1) Accounting Quality, Auditing, Fundamental Analysis, Taxation</li> <li>2) PhD/MSc (Nagoya U.), BSc (Fudan U.)</li> <li>3) Basic Accounting Theory, Managerial Accounting, Financial Analysis, Empirical Accounting Research</li> </ul>	  <p><b>Toru Noda</b></p> <ul style="list-style-type: none"> <li>1) Corporate Turnaround, Leadership Development</li> <li>2) PhD (U. of Tsukuba), MBA (Harvard Business School)</li> <li>3) Corporate Management, Organizational Management II: Professional Manager, MBA-IB Speaker Series</li> </ul>	  <p><b>Tadashi Ono</b></p> <ul style="list-style-type: none"> <li>1) Corporate Governance, Default Prediction, Liquidity Crisis</li> <li>2) PhD (Graduate University for Advanced Studies), MBA (U. of Tsukuba)</li> <li>3) Finance I (Corporate Finance), Finance II (Valuation), Finance III (Derivatives)</li> </ul>
  <p><b>Takashi Hirai</b></p> <ul style="list-style-type: none"> <li>1) Competitive Strategy, Management of Technology/Innovation, Business Model</li> <li>2) PhD (Waseda U.), MBA (MIT), MSc (U. of Tokyo)</li> <li>3) Business Strategy, Business Model Innovation, Technology Management</li> </ul>	  <p><b>Kevin K.W. Ho</b></p> <ul style="list-style-type: none"> <li>1) E-commerce, E-Services, Social Media</li> <li>2) PhD/MSc (Hong Kong U. of Science and Technology), MA (U. of Oklahoma), MPhil (The Chinese U. of Hong Kong)</li> <li>3) Introduction to Information Security, Management Information Systems, Quantitative Methods</li> </ul>	  <p><b>Mina Ryoke</b></p> <ul style="list-style-type: none"> <li>1) Data Analysis, System Modeling and Simulation, Soft Computing, Affective Engineering</li> <li>2) PhD (Osaka U.)</li> <li>3) Introduction to Data Analysis, Invitation to Quantitative Analysis, Principle of Quantitative Research, Data Mining, Business Simulation, Business Mathematics (shared), Operations Management (shared)</li> </ul>	  <p><b>Caroline S.L. Tan</b></p> <ul style="list-style-type: none"> <li>1) Consumer Behavior, Social Media Marketing, Luxury Marketing, Sports Marketing, Sustainability</li> <li>2) PhD (Keio U.), MBA (U. of Portsmouth)</li> <li>3) Marketing Management, Digital Marketing, Branding, Overseas Business Studies I, Overseas Business Studies II</li> </ul>
  <p><b>Yasunobu Kino</b></p> <ul style="list-style-type: none"> <li>1) Systems Modeling, Software Development</li> <li>2) PhD/MSc (U. of Tsukuba)</li> <li>3) Project Management, Systems Design Theory, Business Mathematics (shared), Operations Management (shared)</li> </ul>	  <p><b>Remy Magnier-Watanabe</b></p> <p>Program Chair</p> <ul style="list-style-type: none"> <li>1) Cross-Cultural Management, International Business, Knowledge Management</li> <li>2) PhD (Tokyo Institute of Technology), MBA (Georgia Institute of Technology), MSc (Grenoble Ecole de Management)</li> <li>3) Managing across Borders, the Challenges of Globalization, Case-Study Practice</li> </ul>	  <p><b>Aki Tonami</b></p> <ul style="list-style-type: none"> <li>1) International Political Economy, Foreign Policy Analysis, Development and Environment, Asia-Europe Relations</li> <li>2) PhD/MA (Kyoto U.), BSc (Santa Clara U.)</li> <li>3) International Relations and Economics, Advanced International Political Economy</li> </ul>	  <p><b>Hua Xu</b></p> <ul style="list-style-type: none"> <li>1) Operations Management, Systems Approach</li> <li>2) PhD (Hiroshima U.), MEng (Northeastern U., China)</li> <li>3) Decision Analysis, Risk Analysis, Business Mathematics (shared), Operations Management (shared)</li> </ul>



**12 Regular Faculty**

# Adjunct Professors / Lecturers AY2024

Course Name	Instructor	Nationality	Area
Business Anthropology	Annamarie Sasagawa	Canada	OM
Corporate Philosophy in Global Organizations	Annamarie Sasagawa	Canada	OM
Contemporary Issues in HRM	Hassan Imam	Pakistan	OM
Negotiation and Conflict Management	Hassan Imam	Pakistan	OM
Human Resource Management II: Stress Management	Hisataka Takasugi	Japan	OM
Global Skills I: Coaching to Grow People	Hisataka Takasugi	Japan	OM
Leadership and Interpersonal Dynamics	Howard OSA	United States	OM
Introduction to Economics II	Jean-Claude Maswana	Republic of Congo	BS
Business Communication Skills II	Leslie Anne James	United States	CA
Marketing II: Market Research - Cases and Application	Manuel Ploch	Germany	BS
Entrepreneurship I: Entrepreneurship	Manuel Ploch	Germany	BS
Design Thinking	Miikka Juhani Lehtonen	Finland	BS
Introduction to Corporate Social Responsibility	Shayne Torikawa	United States	CA
Law, Public Policy and Business Strategy regarding Cultural and Creative Industries	Toru Kodama	Japan	BS

**BA-IB**

**筑波大学**  
University of Tsukuba

# Award

## Canada's DMZ and JETRO Hold J-Hatch Pitch

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**Congratulations to our student, Yuko Eguchi for making the finals of J-Hatch!**

On November 15, 2023, JETRO, in collaboration with DMZ, a leading Canadian incubator, hosted J-Hatch, a pitch event for Japanese student entrepreneurs

Invited as one of the four pitch finalists

Proposed the creation of a service that provides cancer patients and their families with the support they need to ease their anxiety

Received a lot of support and advice from many people, including faculties, peers at the University of Tsukuba, and other experts



# Award

## CFA Institute Research Challenge in 12/2023

Congratulations to Team Tsukuba for winning the Research Challenge (Japan Competition) in 2023 organized by CFA Society Japan! It is the fourth time for University of Tsukuba to get the championship in this competition. We are enormously proud of our team!

<b>2010</b>	<b>Champion</b>	<b>2017</b>	<b>Champion</b>
2011	2nd	2018	-
2012	2nd	2019	2nd
2013	Finalist	2020	-
<b>2014</b>	<b>Champion</b>	2021	-
2015	-	2022	Finalist
2016	2nd	<b>2023</b>	<b>Champion</b>



# MBA-IB Speaker Series: AY2023 (onsite)

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Day 1 (Jan. 13) Ms. Hiroko Kono  
An executive coach (Coach A Co.) , and a  
board member for Life and Satsudora

Topic  
Corporate Governance



Day 2 (Jan. 20) Mr. Satoshi Saito  
General Manager  
Cambodian Premier League (Soccer)

Topic  
Managing Sport Business



Day 3 (Jan. 27) Mr. Masaru Morimoto  
Chairman of Showa Aircraft Industry and Showa  
Aircraft Urban Development.

Topic  
Managing Diversified Business



Day 4 (Feb. 10) Mr. Peter A. Owans  
President & CEO, EdulinX

Topic  
Managing Education Business



Day 5 (Feb. 18) Dr. Toru Noda  
Former President & CEO of Seiyu, Berlitz  
Corporation, ALC, and Softfront

Topic  
Managing Business Turnaround



# MBA-IB Speaker Series: AY2023 (onsite)



# MBA-IB Speaker Series: AY2024 (onsite)

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Day 1 (Jan. 11) Mr. Akira Shiraishi  
Associate Partner. A consulting firm

Topic  
Leading Successful M&A



Day 2 (Jan. 18) Ms. Hiroko Chimura  
President, Yamabiko Village

Topic  
Managing Handicap Support



Day 3 (Jan. 25) Ms. Yuko Eguchi

Topic  
Managing Business Startup



Day 4 (Feb. 8) Mr. Zen'ichiro Ishibashi  
Chairperson of FP&A Program Committee

Topic  
Financial Planning & Analysis

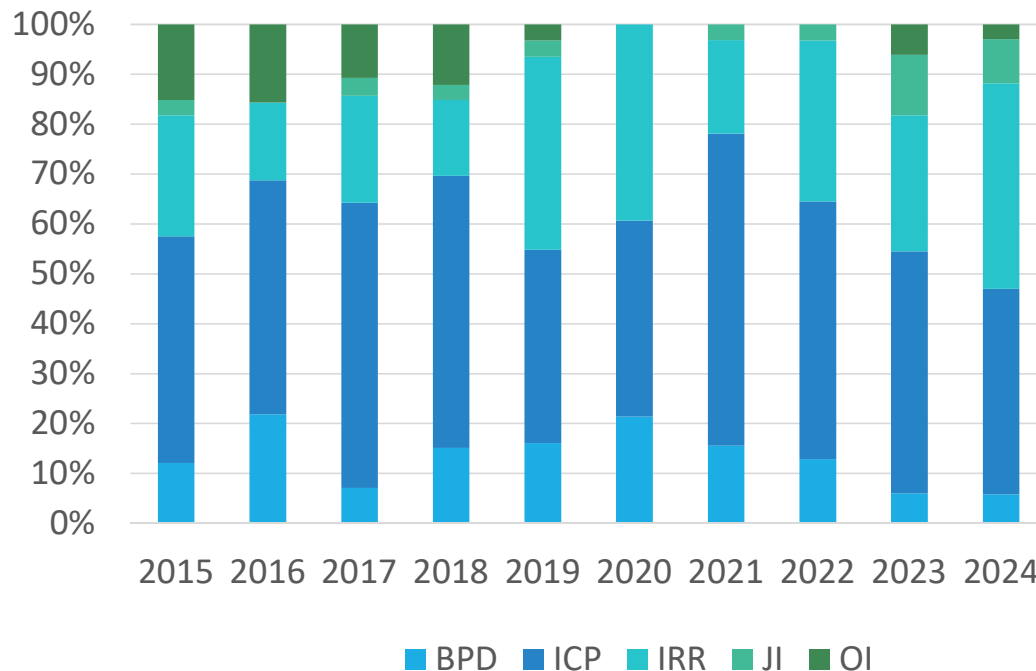


Day 5 (Feb. 15) Dr. Toru Noda  
President & CEO, Solasto Corporation

Topic  
Managing Business  
Transformation



# Business Project Types



In-Company  
Project (ICP)

Business Plan  
Development  
(BPD)

Independent  
Research  
Report (IRR)

Overseas  
Internship (OI)

Japan  
Internship (JI)

# Update on Programs Aimed at Internationalization

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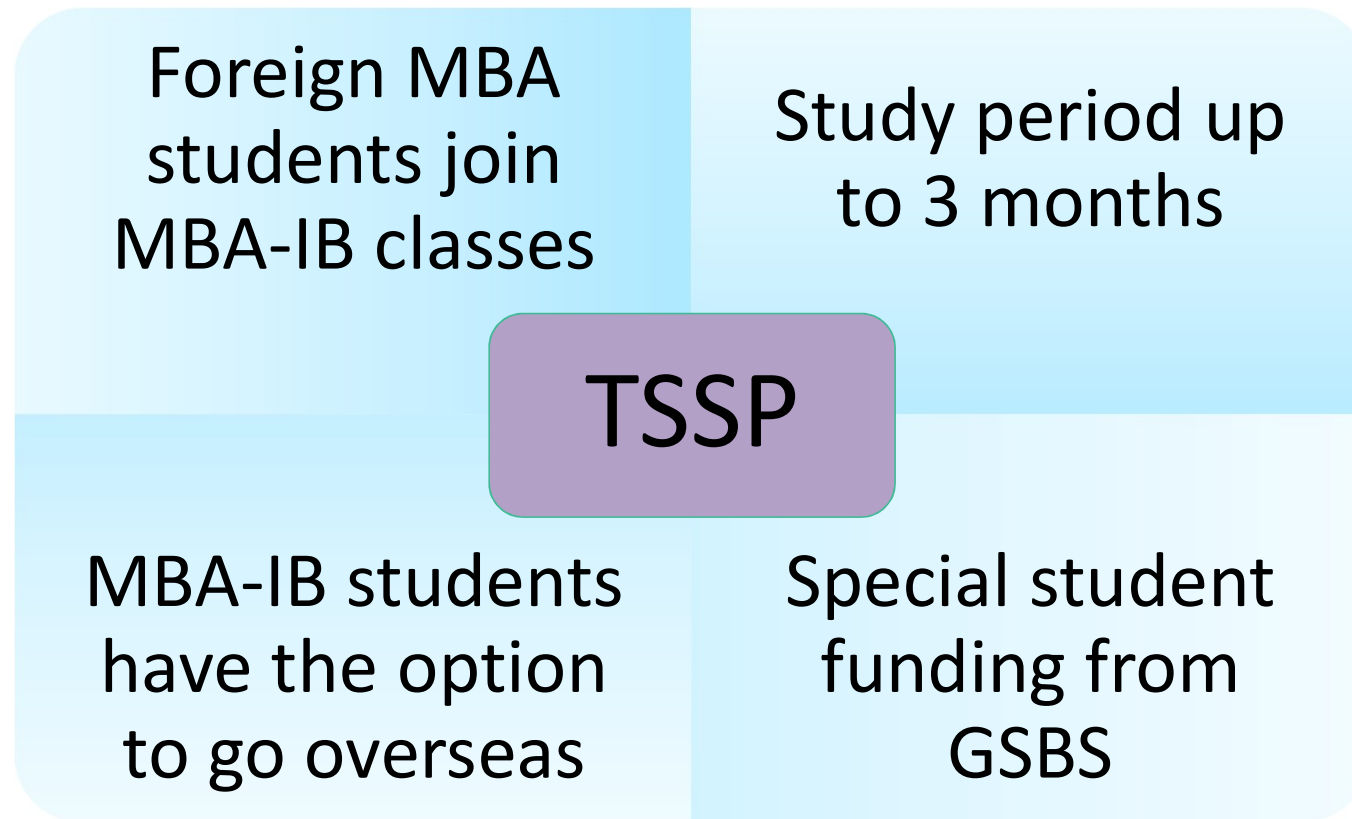
TSSP-Tsukuba  
Short-term Study  
Program

Overseas  
Business Seminar  
& Field Trip

Overseas  
Academic  
Conferences

# Tsukuba Short-term Study Program (TSSP)

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# Tsukuba Short-term Study Program (TSSP)

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- Opportunity to study short-term at partner universities
- Typically, 1 or 2 weeks spent at one of the partner universities
- Able to take small number of courses
- Consists of 'Incoming' and 'outgoing'



Ludwig Maximilian  
University of Munich



Sasin Graduate Institute  
(Chulalongkorn University)



University of San Diego



Shanghai University



University Tunku Abdul  
Rahman



University of California,  
Irvine



# Overseas Business Studies Seminar

## February 19-26, 2024 in Silicon Valley

- 10 companies/ institutions: 8 students & 1 faculty member
- Ovidian, Stanford PACS, Idemitsu Americas Holdings, Zoom, Nomura-SRI, PARC, Novity, NTT DOCOMO Ventures, Inc., and Wildtype

MBA-IB students were assigned research topics from the companies/ institutes beforehand

- A) Company intro by the host institution/ company
- B) Presentations by MBA-IB students, followed by Q&A

## Example of Research & Presentation topics:

- 1. Compare systems of opportunity recognition, finance possibility in both countries, the effect of failure, the type of people that start companies in both places and the effect of entrepreneurship on each country's economy
- 2. Focusing on sustainability, explore how different company or organizational initiatives could potentially foster open innovation collaborations with Idemitsu in the areas of alternative and clean energy.
- 3. GenAI and future of Design - Investigate how generative AI can revolutionize user experience design, focusing on personalized user interfaces and automated user testing.



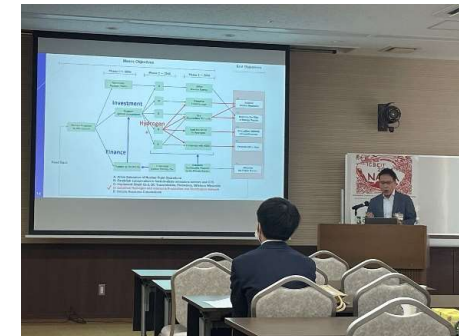
# Student Participation in Overseas Academic Conferences

## Overseas Conference Seminar I: **Attend (4)**

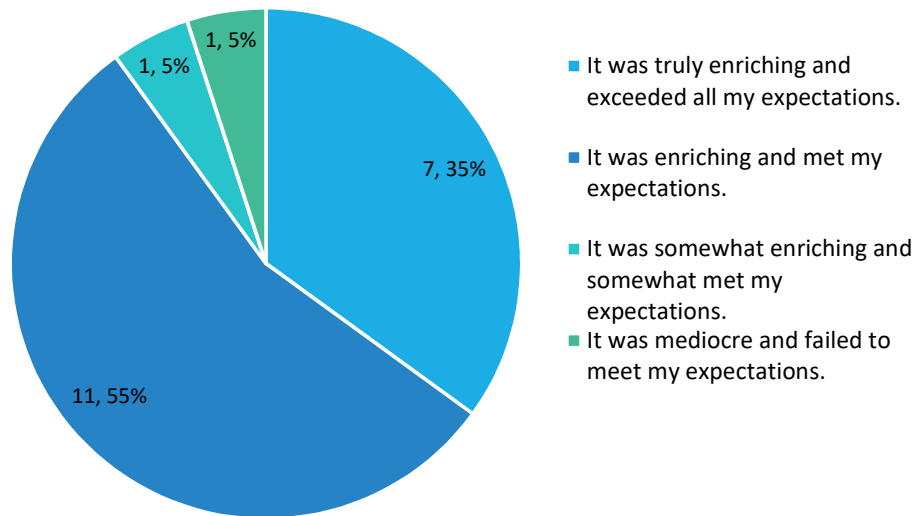
- 2024 Consumer Culture Theory Conference (CCTC), 07/2024, San Diego, CA, USA (Chie Miyazaki)
- 10th International Conference on Business and Technology (ICBT), 08/2024, Amman, Jordan, online (Karina Chrisharim, Takeshi Nemoto, Itsuki Tomiyama)

## Overseas Conference Seminar II: **Submit & Present (2)**

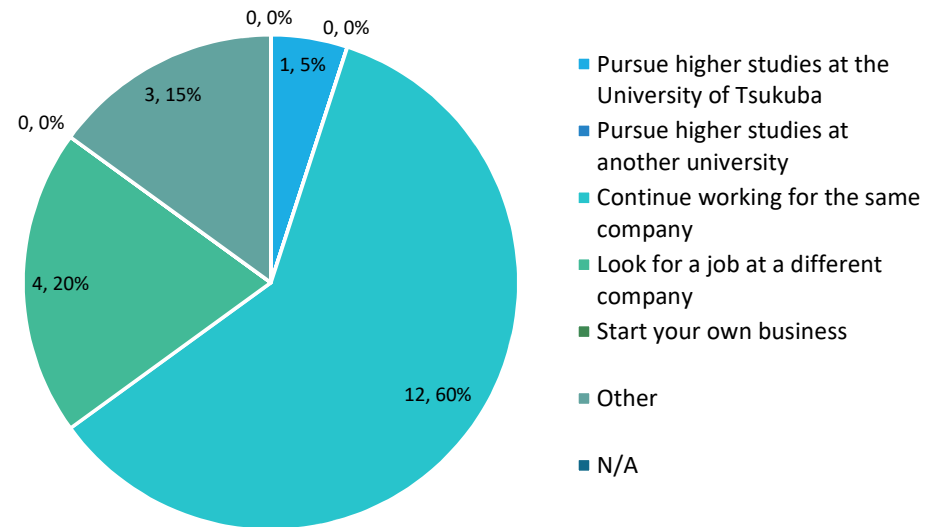
- International Conference on Business, Economics & Information Technology (ICBEIT), Naha, Japan, 03/2024  
Decision analysis of Japan's Green Transition Policy (Akiyoshi Nagashima)
- International Academy of Strategic Management 2024 (IASM 2024), Tokyo, 09/2024  
The Impact of Cultural Intelligence and Perceived Discrimination on Organizational Inclusion and Talent Retention in Japan (Kairi Warford Fukunaga)



# AY2023 Graduate Exit Questionnaire Satisfaction and Future Plans (n=20)



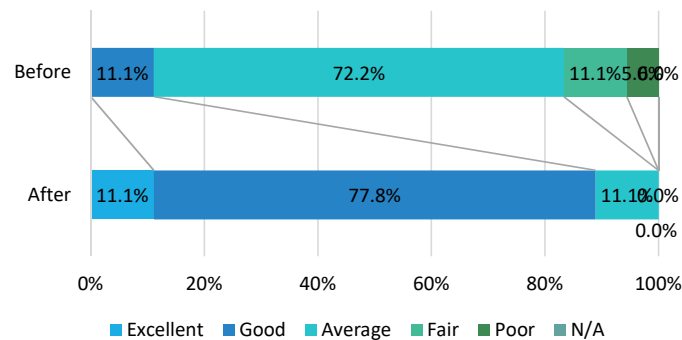
What is your opinion of MBA-IB in overall terms?



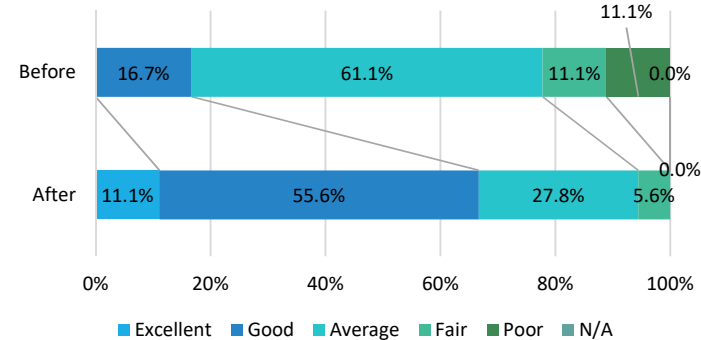
What are your future plans?

# AY2023 Graduate Exit Questionnaire: Competences before and after attending MBA-IB

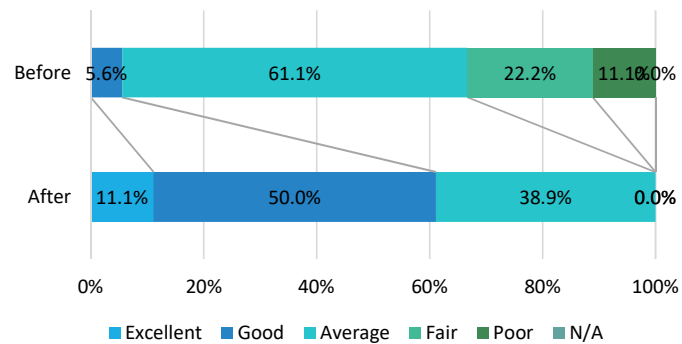
Presentation



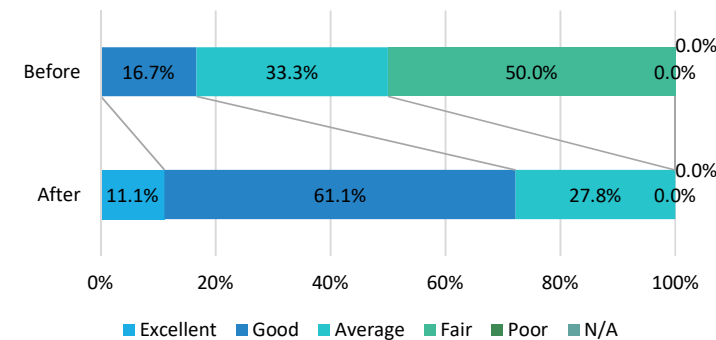
Speaking



Discussion

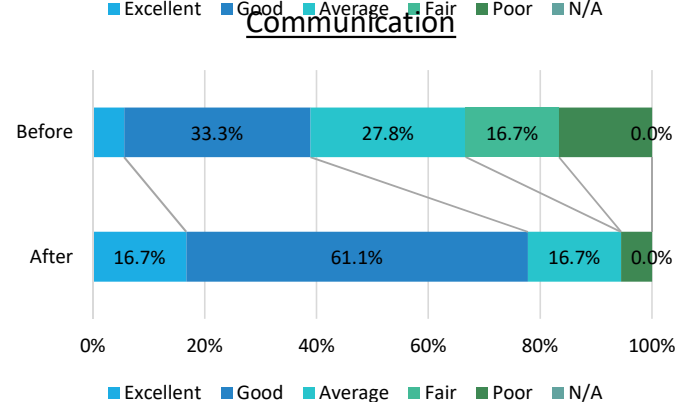
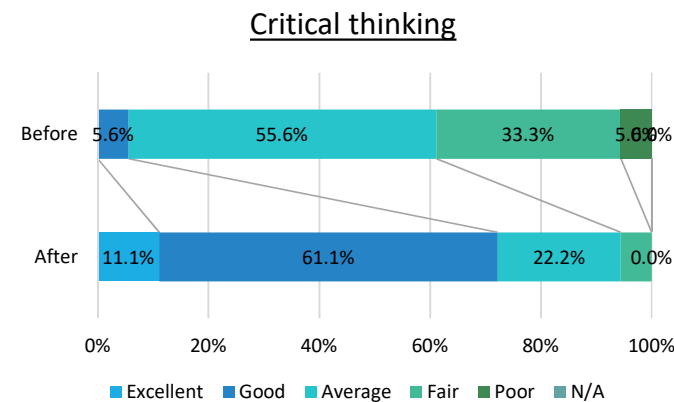
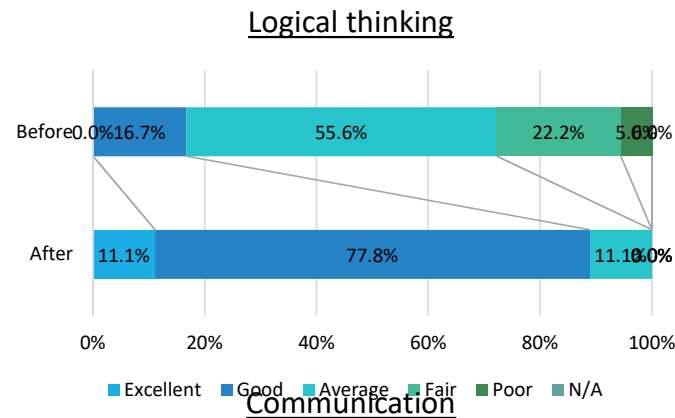


Writing



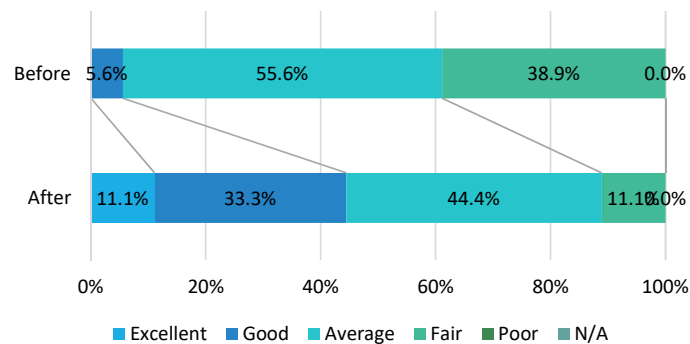


# AY2023 Graduate Exit Questionnaire: Competences before and after attending MBA-IB

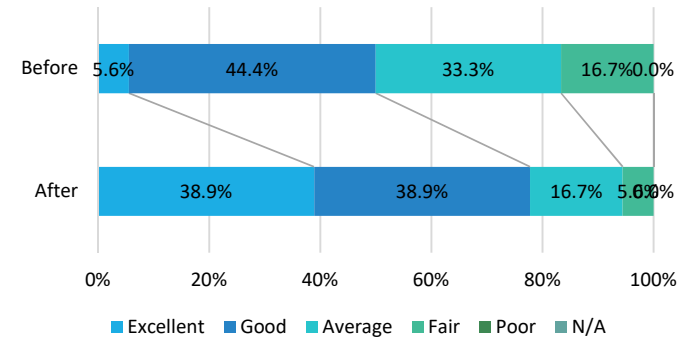


# AY2023 Graduate Exit Questionnaire: Competences before and after attending MBA-IB

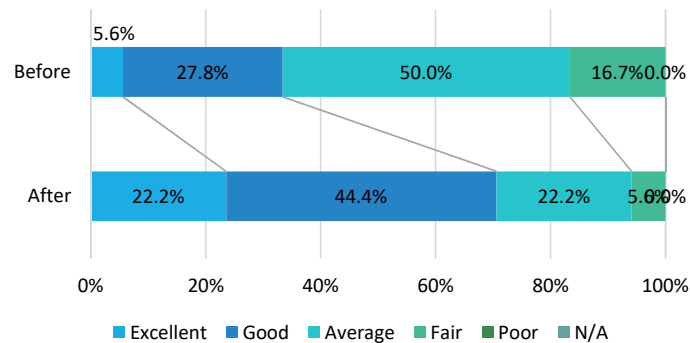
Creativity



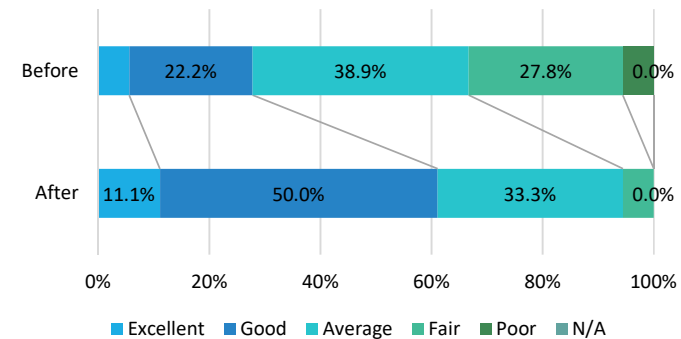
Time management



Speed / productivity



Interpersonal skills



# Open Campus Events Held in AY2024

	Online / Onsite	Language	Number of Participants
March 2	Hybrid (Onsite and Online)	English	18
May 18	Onsite	English	59 (Japanese: 37; international: 22)
June 6	Online (Zoom)	English	48 (Japanese: 28; international: 20)
June 29	Onsite	Japanese	44



# Open Campus Attendees & Applicants

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# Applicants & Competitive Ratio

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# Alumni



Home

My Network

Jobs


Messaging <sup>1</sup>

Notifications <sup>4</sup>

Me

For Business

Try Premium for ¥0



**Rémy-Prosper Magnier-Watanabe** Owner  
Group created: Oct 2024

Pending posts 0

Requests to join 0

Manage group


Edit group

Recent

- MBA-IB, University of Tsukuba
- Georgia Tech Alumni Associati...
- SIDEL Alumni Network
- Professors in Management Sc...
- Global Knowledge Research N...

Groups

- MBA-IB, University of Tsukuba
- Georgia Tech Alumni Associati...



**筑波大学**  
University of Tsukuba


**MBA-IB, University of Tsukuba**

Public group

[Earn an Active Group badge](#)

Start a public post

Media Poll





 **Your comments matter to group members**

Group members are likely to create more posts when they get comments on their posts.

All Recommended

**108 members**

Including Jayesh Joglekar and 49 other connections

50

[Invite connections](#)

[Show all →](#)

**Analytics**  
Last 15 days activity

1,076	▲14%
Active members	
109	▲30%
New members	
1	●0%
Posts	
2,757	▲19%
Post views	

[Show all →](#)



# Commencement Ceremony 2024

