

Summary of AY2024 Advisory Board Meeting (Hybrid)

Date: October 18, 2024

Time: 15:00 – 17:00

Location: Room 607 / Zoom

Attendance: Dr. Caroline F. Benton, Dr. Takashi Hirai, Dr. Ho Kai Wing Kevin,
Dr. Yasunobu Kino, Professor Magnier-Watanabe, Mr. Jeffrey McNeill☆, Dr. Toru Noda,
Dr. Tadashi Ono, Dr. Aki Tonami, and Mr. Michael Yoshii☆(Online), Dr. Hua Xu

Note: ☆ represents board member; and attendance is in alphabetical order.

The following is a summary of the discussion points of the AY2024 Advisory Board Meeting:

1. Program Updates and Institutional Alignment

- **Grading System:** MBA-IB adopted the University of Tsukuba's unified grading system starting AY2024, improving consistency and transparency for students.
- **Faculty Recruitment:** A new faculty position in Organizational Behavior/Human Resource Management (OB/HRM) is open, with 12 applications received.
- **Diversity in Course Delivery:** Post-COVID, the program maintains a flexible mix of face-to-face, online, and hybrid formats, responding to student needs.

2. Student, Faculty, and Alumni Profile

- **Student Demographics:** The student body is internationally diverse, though board members noted the need to increase female representation.
- **Faculty Composition:** The faculty team includes 12 regular members of diverse nationalities and a strong line-up of adjunct instructors from both academia and industry.
- **Alumni Engagement:** A LinkedIn page was launched to strengthen alumni networking. There is growing interest in enhancing alumni relations and capturing long-term impact through surveys.

3. External Recognition and Awards

- MBA-IB students achieved significant recognition:
 - Finalists at the **J-Hatch Pitch Event** (JETRO & DMZ).
 - Winners of the **CFA Institute Research Challenge** (Japan Competition) in 2023.
- Recommendation to publish these accomplishments on the program website for public relations.

4. Enrichment Programs and Industry Exposure

- **MBA-IB Speaker Series:** Includes high-profile business leaders and alumni. Suggestions were made to expand its scale and visibility.

- **Business Projects:** Students increasingly choose research-focused projects (IRR), signaling rising academic engagement.
- **Internationalization Efforts:**
 - Programs like the **Tsukuba Short-term Study Program (TSSP)**, **Overseas Business Seminars** (e.g., Silicon Valley), and **Academic Conference Participation** were highlighted.
 - Two new MoUs with overseas partner schools are under negotiation.

5. Program Promotion and Recruitment

- **Open Campus Events:** Four events in 2024 attracted domestic and international prospects. Targeted Japanese-language events aim to engage experienced Japanese professionals.
- **Application Trends:** An upward trend in applicants and competitive ratios was reported, reflecting stronger outreach and visibility.

6. Feedback and Future Initiatives

- **Alumni Surveys:** Advisory board members proposed conducting alumni career impact surveys (5-, 10-, 15-year) to gather testimonials and data for promotion.
- **Donations and Fundraising:** Suggestions included exploring alumni donations and crowdfunding as potential funding sources.
- **Inter-program Collaboration:** Emphasis on building ties with the Japanese MBA program (GSSM) to raise MBA-IB's domestic profile.

7. Strategic Challenges

- Despite notable progress, board members and faculty noted the need to:
 - Further enhance the **reputation** and **recognition** of MBA-IB.
 - Continue expanding **industry collaboration**, particularly through alumni engagement.
 - Pursue **funding diversification** via donations and strategic partnerships.