

MBA-Program in International Business

SATURDAY, OCTOBER 18, 2025
15:00 – 17:00

151

創基151年
筑波大学50周年記念
50TH ANNIVERSARY OF
UNIVERSITY OF TSUKUBA

Agenda

Introduction of Participants

- Mission Statement
- New faculty introductions
- 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 2025 graduating students
- Open campus events
- Applicants and competitive ratio
- Alumni events

Feedback/Advice from Board Members

Participants

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,
Independent Advisor & Angel Investor

MBA-IB FACULTY AND STAFF

Prof. Caroline
Benton

Ass. Prof. Junjian Gu

Prof. Takashi Hirai

Prof. Kevin K.W. Ho

Prof. Keisuke Ito

Prof. Remy Magnier-
Watanabe (*Chair*)

Prof. Toru Noda

Ass. Prof. Jiayin Qin

A. Prof. Mina Ryoke

A. Prof. Caroline Tan

A. Prof. Aki Tonami

Mrs. Nozomi

Hanawa



Mission Statement

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



New Faculty Introductions

Keisuke Ito

Professor
Business Strategy Area

Teaching:
Finance I (Corporate Finance)
Finance II (Valuation)
Finance III (Investment Finance)
Finance Seminar I

Ph.D. Institute of Science Tokyo
M.B.A. Stanford Graduate School of Business
M.E. Waseda University

Keisuke Ito joined the Graduate School of Business Sciences at the University of Tsukuba in April 2025. Prior to this, he worked for Mizuho Group for 34 years, primarily in the financial engineering and investment advisory division, and has 21 years of management experience.

His professional activities include serving on the board of CFA Society Japan (2003-2012), including two years as the society's president, serving on the Educational Advisory Board of CFA Institute (2012-2017), serving as co-editor of Gendai Finance (2007-present), serving on the editorial committee of the Securities Analysts Journal (2006-present), and serving on the board of directors at Nippon Finance Association (2016-present). His publications include "Security Investment Theory II" (Nikkei Publishing, co-authored) and he is a recipient of the Security Analysts Journal Award in 1996.

MBA-IB





New Faculty Introductions

Jiayin Qin

Assistant Professor
Organizational Management Area

Teaching:
Contemporary Issues in Organizational Behavior
Modern Approaches to Human Resource Management

Ph.D. Kyoto University
M.A. University of Minnesota-Twin Cities

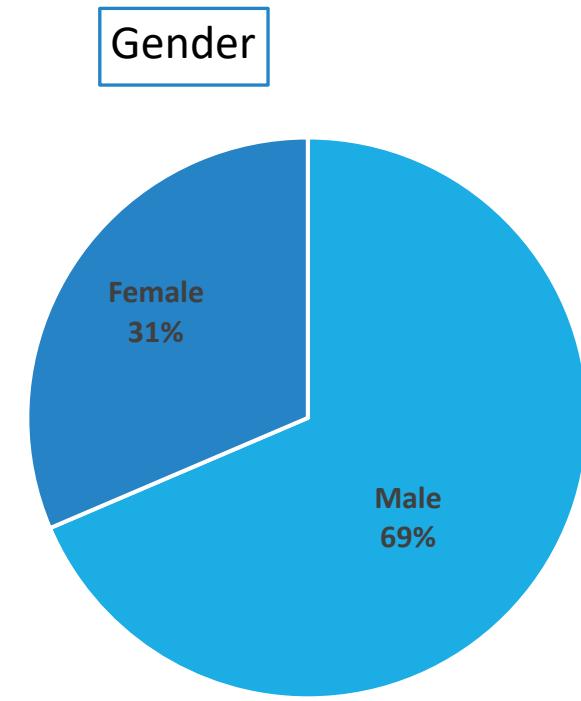
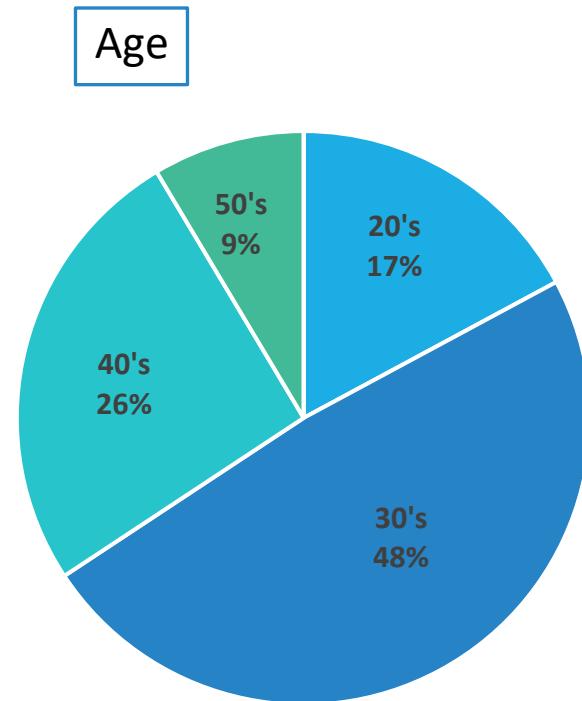
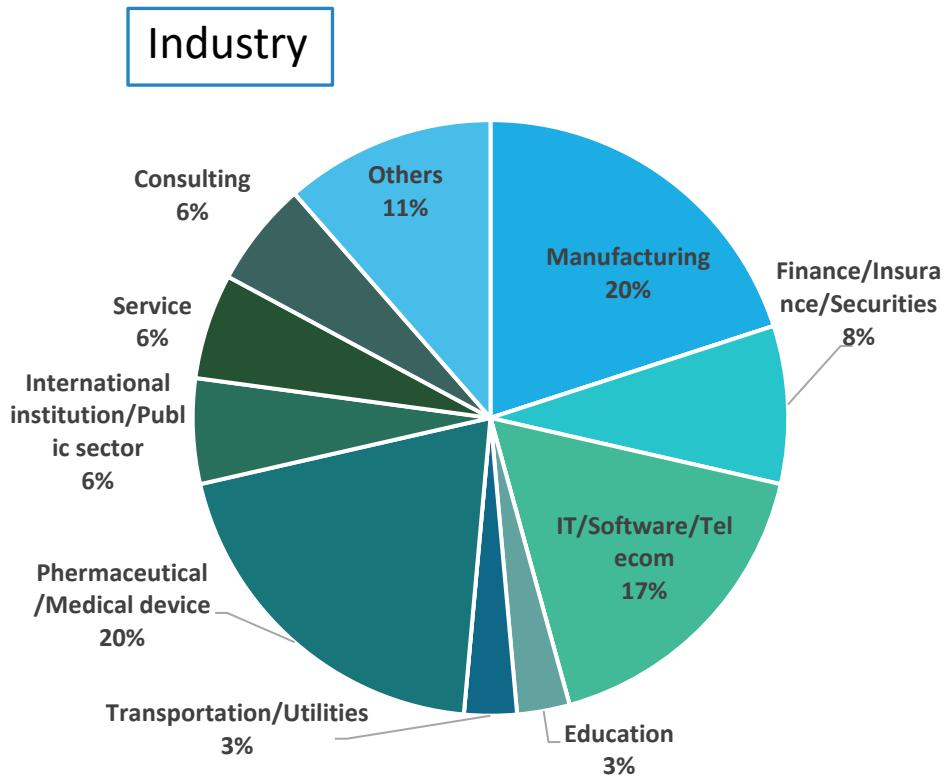
Dr. Jiayin Qin joined the University of Tsukuba in April 2025 as an Assistant Professor in the MBA Program in International Business, Graduate School of Business Sciences, Tokyo campus. She earned her PhD in Economics from Kyoto University in 2024, where she also worked as a Junior Researcher for one year. Before moving to Japan, she studied at the University of Minnesota, earning a BSc in Business Marketing Education and an MA in Human Resource Development.

Dr. Qin's research interests include International Human Resource Management, Expatriation, and Diversity. Her work has been published in journals such as the Journal of International Business Studies and Gender in Management, as well as in book volumes. Her recent research explores boundaries in global work, equity, diversity, and inclusion initiatives in multinational enterprises, the identities of expatriate working mothers, and expatriate artists.

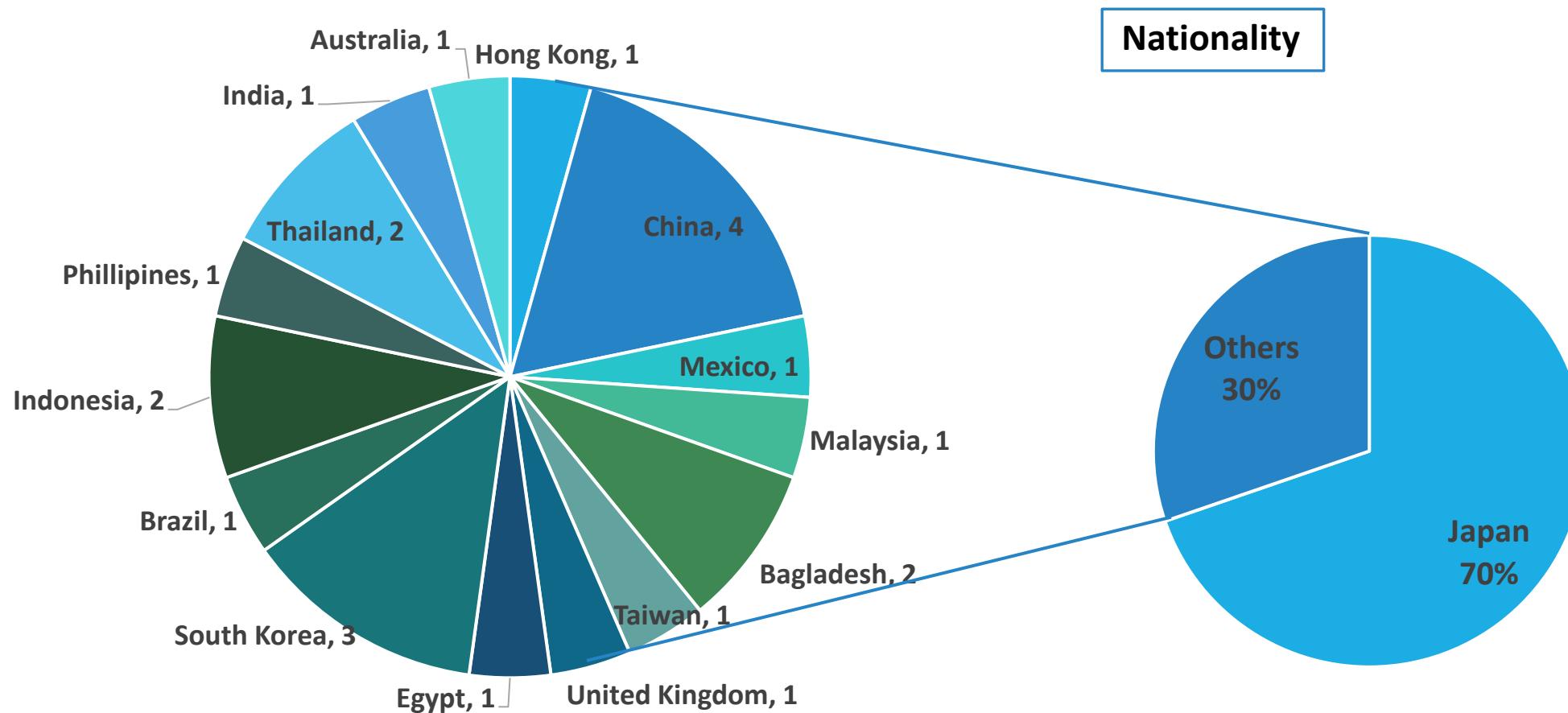
Recruiting a New Faculty in Operations Management

The screenshot shows a job listing on the J-REC-IN Portal. The top navigation bar includes links for 'Recruiting Institutions sign-up', 'Sign-in', 'Register now', 'Sign-in', and language options 'JP EN ?' with the 'Japan Science and Technology Agency' logo. The main content area is titled 'Detailed information' and shows a job for an 'Assistant Professor (Operations Management)' at the 'University of Tsukuba'. The job is marked as 'Ended'. It specifies a 'Work location: Kanto district - Tokyo' and a 'Date of publication: 2025/07/22'. The 'Research field' is listed as 'Humanities & Social Sciences - Business administration'. The 'Assistant Professor level' is 'Others - Nontenured - Tenure-track - Probationary period present'. Below the job details are sharing options ('Share', 'Post', 'Print preview') and a 'Job description' section. The job description includes a 'Background of the recruitment and description of the project' (Full-time Faculty at the MBA Program in International Business, Graduate School of Business Sciences, Humanities and Social Sciences) and a 'Work content and job description' (4 points: 1. Conduct research in the field of Operations Management; 2. Teach three or more courses related to Operations Management, Quantitative Analysis for Managers, and related fields; 3. Supervise and mentor students, including advising on their Business Project; 4. Participate in administrative duties such as committee work within the program and the university).

Student Profiles as of October 1, 2025

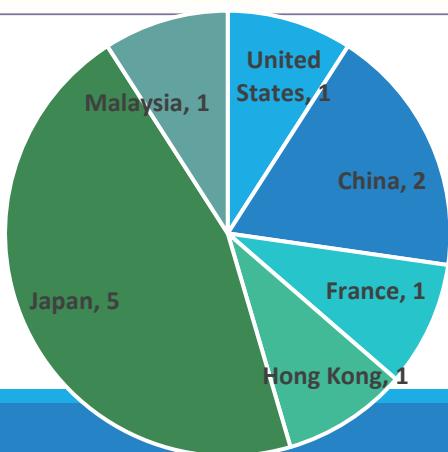


Student Profiles as of October 1, 2025



Faculty Profiles as of October 1, 2025

 Caroline F. Benton	 Junjian Gu	 Toru Noda	 Jiayin Qin
1) Global Leadership, Knowledge Management, Subjective Well-being 2) PhD (Tokyo Inst. of Tech.), MBA (U. of Tsukuba) 3) Organizational Management I: Organizational Behavior, Case Study Practice	1) Accounting Quality, Auditing, Fundamental Analysis, Taxation 2) PhD/MSc (Nagoya U.), BSc (Fudan U.) 3) Basic Accounting Theory, Managerial Accounting, Financial Analysis, Empirical Accounting Research	1) Corporate Turnaround, Leadership Development 2) PhD (U. of Tsukuba), MBA (Harvard Business School) 3) Corporate Management, Organizational Management II: Professional Manager, MBA-IB Speaker Series	1) International Human Resource Management, Expatriation, Diversity 2) PhD (Kyoto U.), MA (U. of Minnesota-Twin Cities) 3) Contemporary Issues in Organizational Behavior
 Takashi Hirai	 Kevin K.W. Ho	 Mina Ryoke	 Caroline S.L. Tan
1) Competitive Strategy, Management of Technology/Innovation, Business Model 2) PhD (Waseda U.), MBA (MIT), MSc (U. of Tokyo) 3) Business Strategy, Business Model Innovation, Technology Management	1) E-commerce, E-Services, Social Media 2) PhD/MSc (Hong Kong U. of Science and Technology), MA (U. of Oklahoma), MPhil (The Chinese U. of Hong Kong) 3) Introduction to Information Security, Management Information Systems, Fake news, Misinformation and Disinformation	1) Data Analysis, System Modeling and Simulation, Soft Computing, Affective Engineering 2) PhD (Osaka U.) 3) Introduction to Data Analysis, Invitation to Quantitative Analysis, Principle of Quantitative Research, Data Mining, Business Simulation, Business Mathematics (shared), Operations Management (shared)	1) Consumer Behavior, Social Media Marketing, Luxury Marketing, Sports Marketing, Sustainability 2) PhD (Keio U.), MBA (U. of Portsmouth) 3) Marketing Management, Branding, Digital Marketing, Digital Ethics and the Consumer, Marketing Case Study Competition, Overseas Study Seminar, Business Case Challenge, Business Studies, International Study Seminar
 Keisuke Ito	 Remy Magnier-Watanabe	 Aki Tonami	
1) Investment Finance, Corporate Finance, ESG and Sustainability 2) PhD (Inst. of Science Tokyo), MBA (Stanford U.), ME (Waseda U.) 3) Finance I (Corporate Finance), Finance II (Valuation), Finance III (Investment Finance), Finance Seminar I	Program Chair 1) Cross-Cultural Management, International Business, Knowledge Management 2) PhD (Tokyo Inst. of Tech.), MBA (Georgia Inst. of Tech.), MSc (Grenoble Ecole de Management) 3) Managing across Borders, the Challenges of Globalization, Case-Study Practice	1) International Political Economy, Sustainable Development (Environment, Business and Human Rights, Gender) 2) PhD/MA (Kyoto U.), BSc (Santa Clara U.) 3) International Relations and Economics, Advanced International Political Economy	



11 Regular Faculty

Adjunct Professors / Lecturers AY2025

Course Name	Instructor	Nationality	Area
Business Anthropology	Annamarie Sasagawa	Canada	OM
Corporate Philosophy in Global Organizations	Annamarie Sasagawa	Canada	OM
Human Resource Management I: Human Resources 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
Marketing II: Market Research - Cases and Application	Manuel Ploch	Germany	BS
Entrepreneurship I:Entrepreneurship	Manuel Ploch	Germany	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
Finance II: Valuation	Tadashi Ono	Japan	BS
Introduction to Economics	Tadashi Ono	Japan	Basic
Finance Seminar I, II	Tadashi Ono	Japan	BS
Operations Management VI: Systems Design Theory	Yasunobu Kino	Japan	AI
Operations Management II: Decision Analysis	Hua Xu	China	AI
Business Mathematics	Hua Xu, Yasunobu Kino	-	Basic
Operations Management I:Operations Management	Hua Xu, Yasunobu Kino	-	AI

Award

CFA Institute Research Challenge in 12/2024

Team Tsukuba once again participated in the Research Challenge (Japan Competition) organized by CFA Society Japan in 2024, marking our 15th consecutive year of involvement. We are proud to have won the championship four times in the past, and we look forward to continuing this tradition.

2010	Champion	2018	-
2011	2nd	2019	2nd
2012	2nd	2020	-
2013	Finalist	2021	-
2014	Champion	2022	Finalist
2015	-	2023	Champion
2016	2nd	2024	-
2017	Champion		



MBA-IB Speaker Series: AY2024



Day 1 (Jan. 11) Mr. Akira Shiraishi
EY Advisory & Consulting Associate Partner

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

MBA-IB Speaker Series: AY2024



MBA-IB Speaker Series: AY2025



Day1 (Jan. 17) Ms. Hiroko Kono
Executive coach, Coach-A Co. Ltd.
Outside Director, Life Corporation

Topic
Organizational development
through coaching



Day2 (Jan. 24) Ms. Rachel Leng
COO & Co-Founder, SeiRogai, Inc.

Topic
Managing global business



Day3 (Jan. 31) Mr. Stuart Miller
Director of Marketing for Google for Education,
Asia Pacific

Topic
Corporate culture and
business development



Day4 (Feb. 14) Mr. Passang Yolmo
OB, MBA-IB,
Global Business Director at Macromill, Inc.

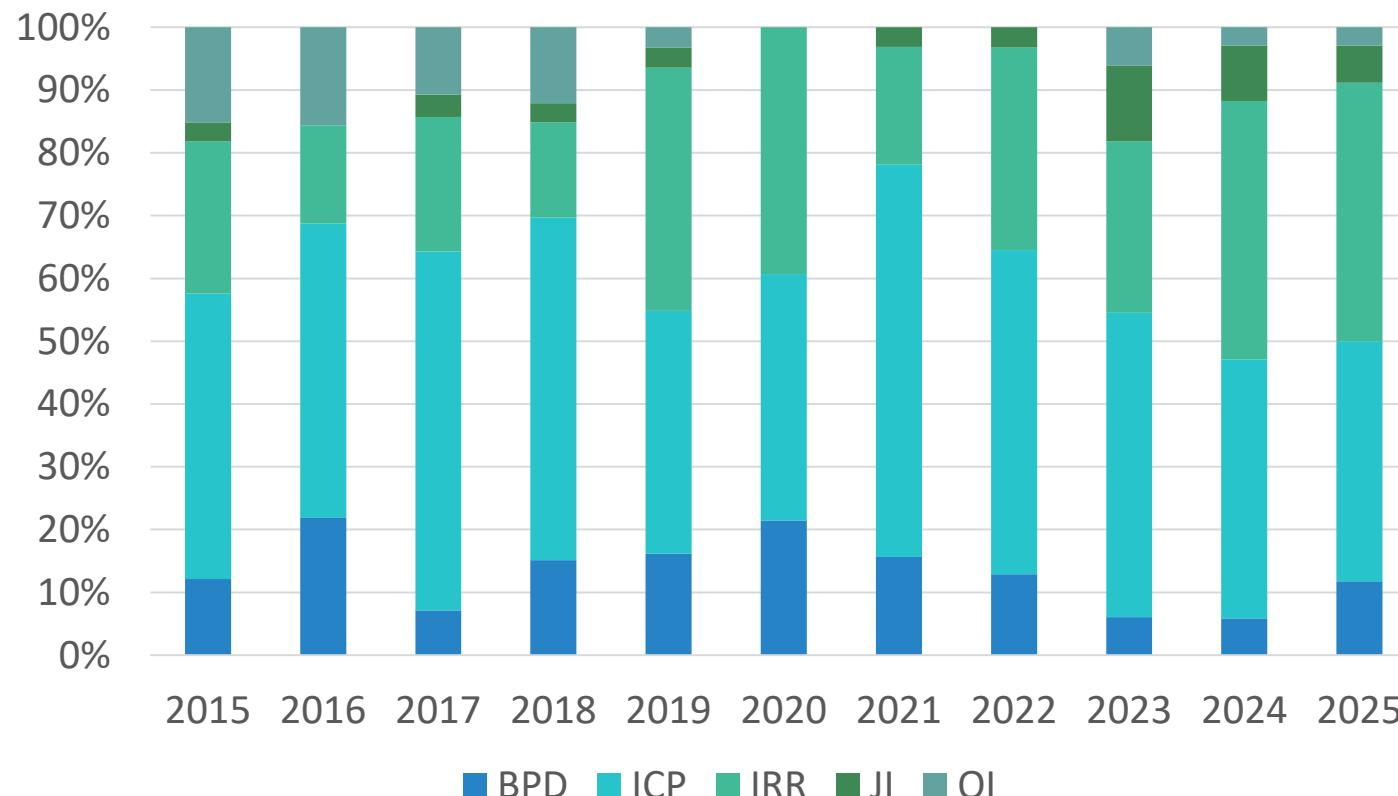
Topic
Global business development



Day5 (Feb. 21) Dr. Toru Noda
Professor MBA-IB
President & CEO, Solasto Corporation

Topic
Corporate turnaround

Business Project Types



In-Company Project (ICP)

Business Plan Development (BPD)

Independent Research Report (IRR)

Overseas Internship (OI)

Japan Internship (JI)

MBA-IB



Update on Programs Aimed at Internationalization

TSSP-Tsukuba
Short-term Study
Program

Overseas
Business Seminar
& Field Trip

Overseas
Academic
Conferences

Tsukuba Short-term Study Program (TSSP)

Foreign MBA
students join
MBA-IB classes

Study period up
to 3 months

TSSP

MBA-IB students
have the option
to go overseas

Special student
funding from
GSBS

Tsukuba Short-term Study Program (TSSP)

- 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'

2025

Incoming: 5 (LMU, Shanghai U.,
Sasin)
Outgoing: 1



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

September 15-20, 2024 in Italy

- 5 companies/ institutions: 7 students & 1 faculty member
- Treedom, Safilo, Save the Duck, MUFG, Tenuta Torciano

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:

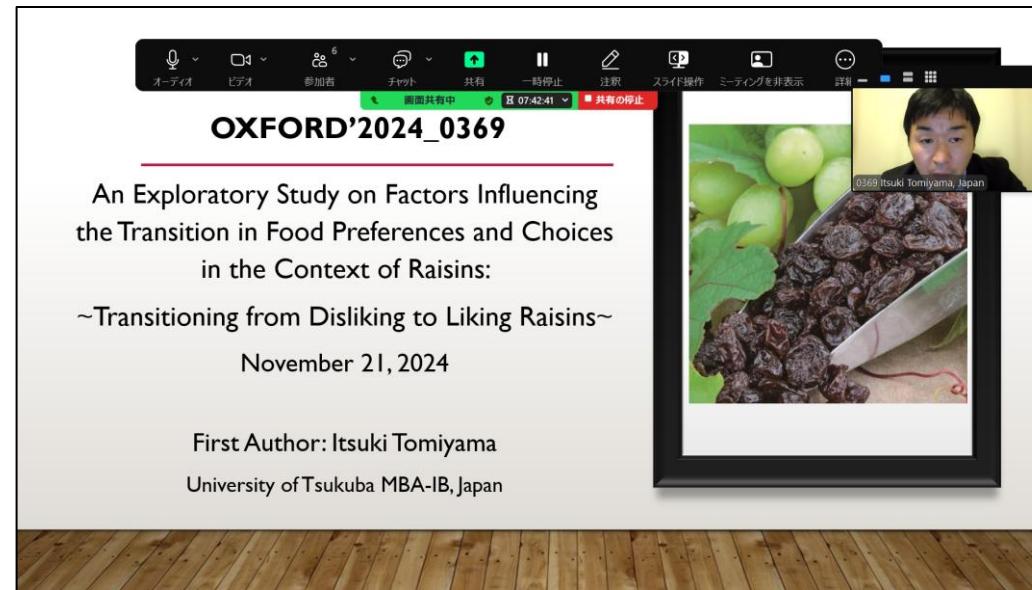
- 1. Strategic Analysis of Treedom's Indirect Competitors in the B2B space and Scaling Best Practices
- 2. Evaluate the customer experience across different touch points and suggest improvements to enhance customer satisfaction and loyalty for Save the Duck Japan.
- How sustainability can positively affect the P&L of a company: success stories in the fashion/accessories industry in Japan. How can these factors be implemented in the Safilo business model?



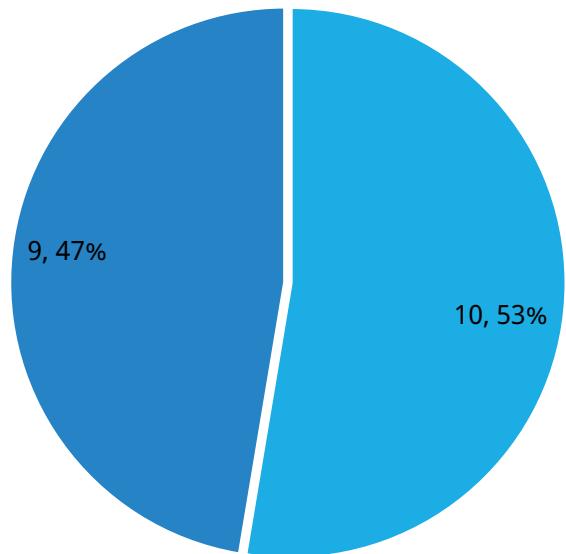
Student Participation in Overseas Academic Conferences

Overseas Conference Seminar I: **Attend (1)**

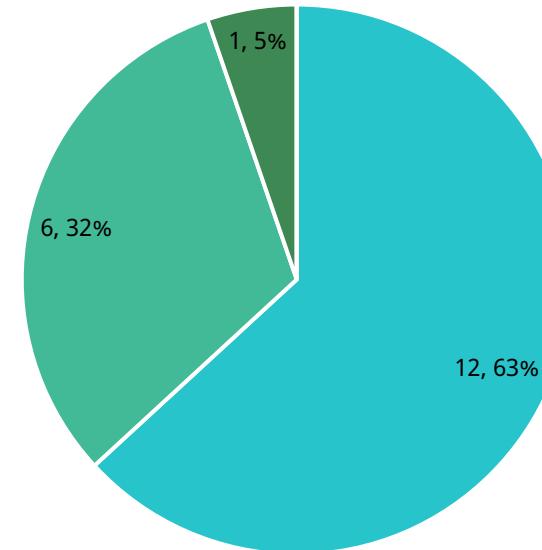
- 2024 International Conference on Business and Technology (ICBTOxford 2024), Oxford, England, online (Itsuki Tomiyama)



AY2024 Graduate Exit Questionnaire Satisfaction and Future Plans (n=20)



- It was truly enriching and exceeded all my expectations.
- It was enriching and met my expectations.
- It was somewhat enriching and somewhat met my expectations.
- It was mediocre and failed to meet my expectations.

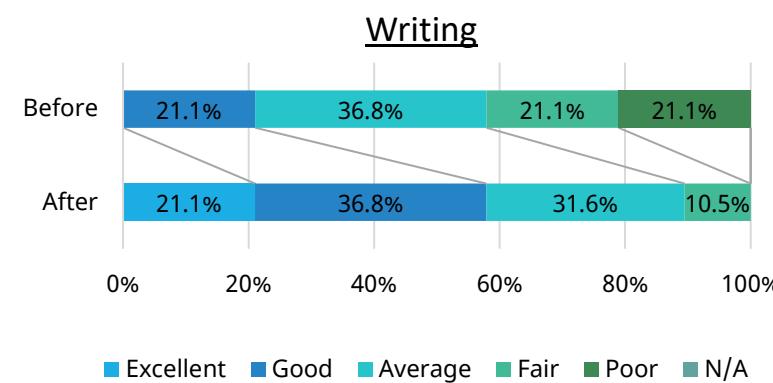
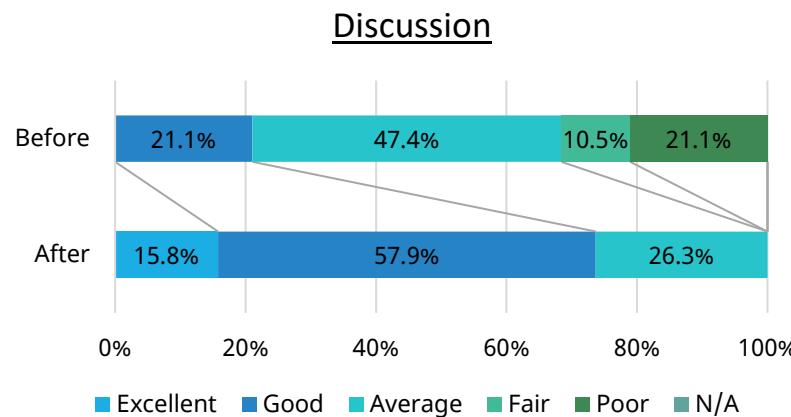
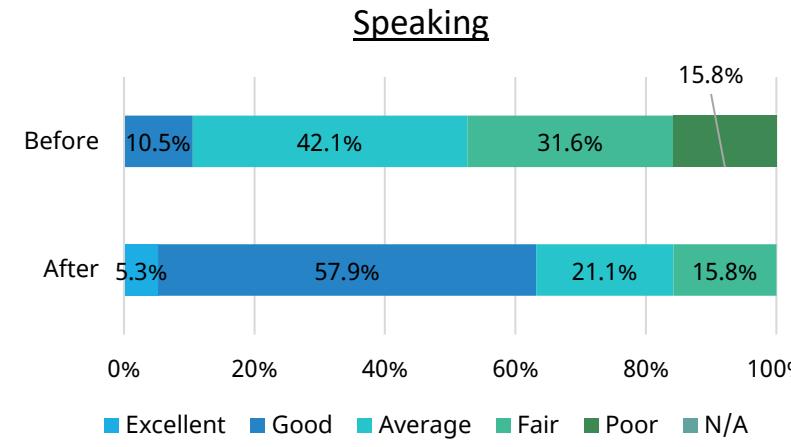
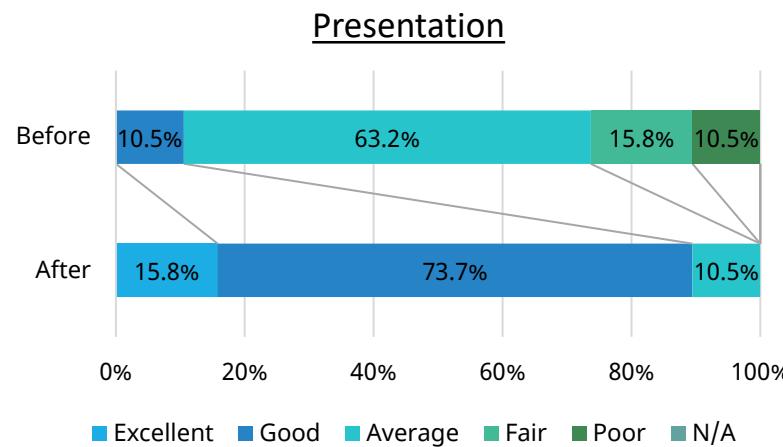


- Pursue higher studies at the University of Tsukuba
- Pursue higher studies at another university
- Continue working for the same company
- Look for a job at a different company
- Start your own business
- Other

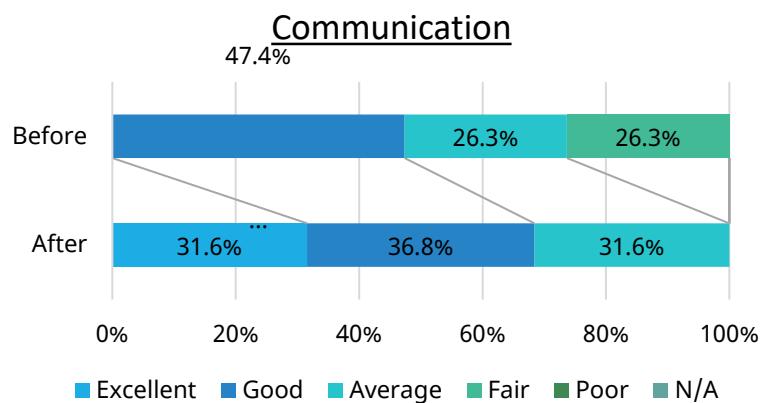
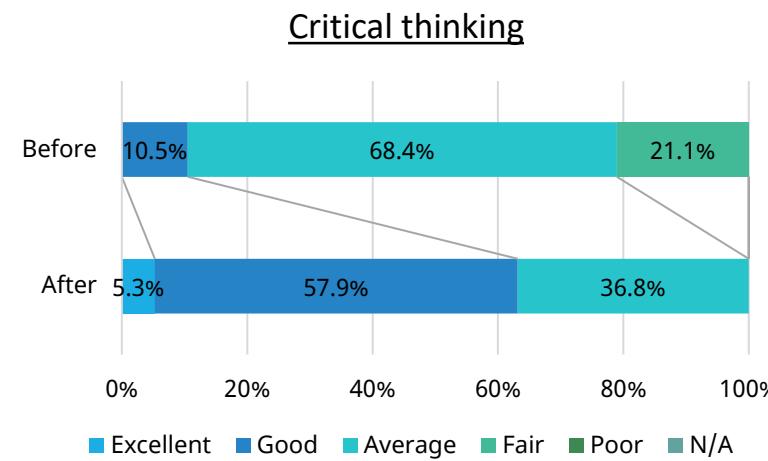
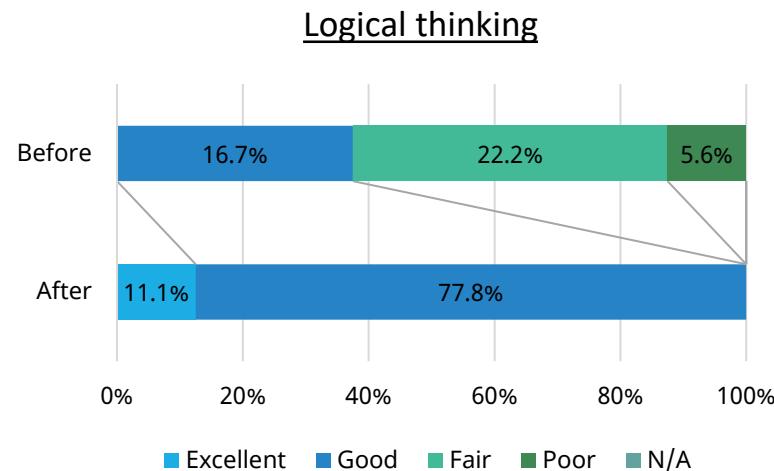
What is your opinion of MBA-IB in overall terms?

What are your future plans?

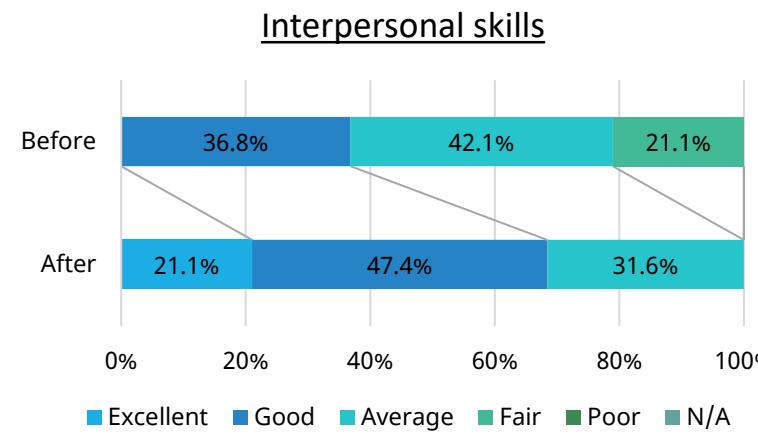
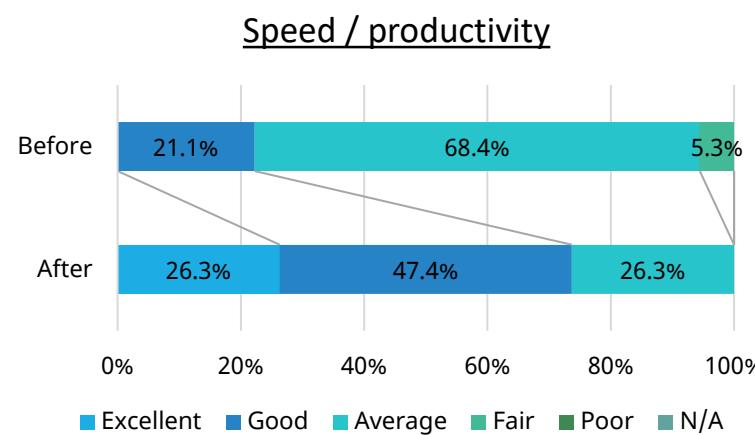
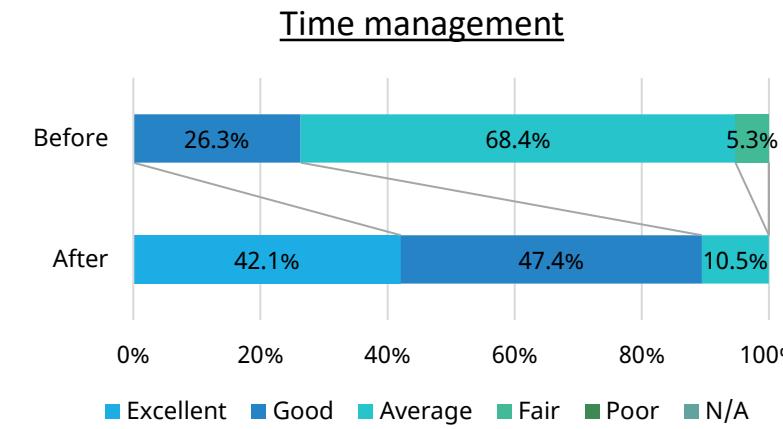
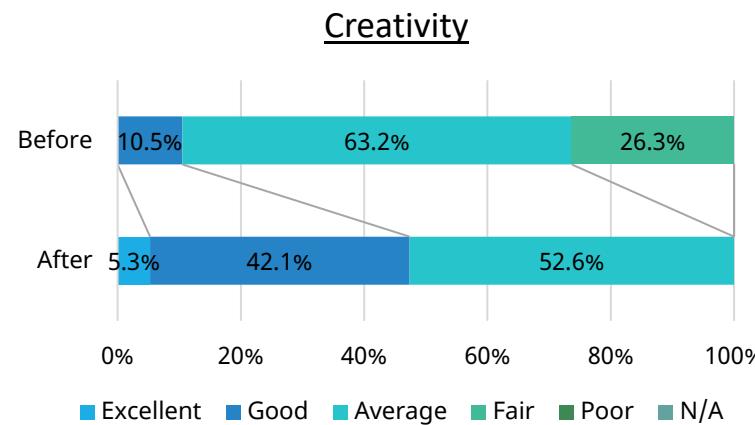
AY2024 Graduate Exit Questionnaire: Competences before and after attending MBA-IB



AY2024 Graduate Exit Questionnaire: Competences before and after attending MBA-IB

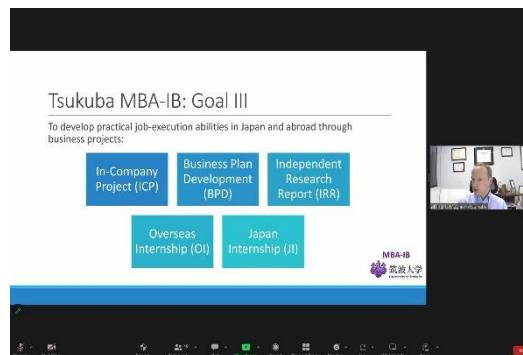


AY2024 Graduate Exit Questionnaire: Competences before and after attending MBA-IB



Open Campus Events Held in AY2025

	Online / Onsite	Language	Number of Participants
May 18	Onsite	English	38 (Japanese: 25; International: 13)
May 24	Onsite	Japanese	40 (Japanese: 38; International: 2)
June 5	Online (Zoom)	English	40 (Japanese: 22; International: 18)
June 13	Online (Agaroot, shared with GSSM)	Japanese	25 (Japanese: 25)



Open Campus & Applicants

This slide is not publicly available.

Applicants & Competitive Ratio

This slide is not publicly available.

Alumni Groups

LinkedIn Group Page: MBA-IB, University of Tsukuba

Owner: Rémy-Prosper Magnier-Watanabe (Group created: Oct 2024)

Members: 168 members (circled)

Analytics (Last 15 days activity):

- 51 Active members (▼ 11%)
- 0 New members
- 0 Posts
- 203 Post views (▼ 19%)

Recent activity:

- 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...

Facebook Group Page: Tsukuba MBA-IB Alumni

Members: 534 members (circled)

Pending admin approval: 1 post (Learn more)

Discussion tab (selected):

- Write something...
- Anonymous post
- Poll
- Feeling/activity

Most relevant post by Hisataka Takasugi (August 17):

In today's AI-driven, cross-cultural world, empathy can no longer remain a vague trait—it must be precise, measurable, and adaptable.

I'm excited to share my latest paper introducing Empathetic Intelligence (Empl, 共感知性): a dual-competence framework that integrates:

https://osf.io/preprints/psyarxiv/njpe6_v1

- Empathetic Sensitivity (EmpS) through deep listening, and



Alumni Page

 筑波大学 **MBA-IB**
University of Tsukuba

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Thank You for Celebrating
AY2024 Graduation with Us

Thank you for joining us at the
Graduation Party at Meikei Kaikan. It
was a joy to celebrate this meaningful
occasion together, ...

[Read More](#)



MBA-IB Alumni Reunion will
be held

Calling all graduates of the MBA-IB
program at the University of Tsukuba!
Join us for a special Homecoming Party /
20th Annivers...

[Read More](#)



20th Anniversary & Homecoming Alumni Reunion on June 28, 2025

28
Saturday, June 28, 2025 at 3 PM – 5:30 PM
20th Anniversary MBA-IB Homecoming Party
筑波大学東京キャンパス

Itsuki Tomiyama invited you

Going Maybe Can't Go ...

Details
47 people going, including Tadashi Ono, Ranran Lin and Fei Wu

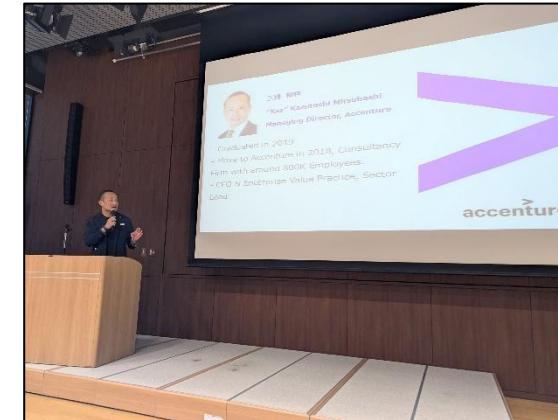
Event by Itsuki Tomiyama and Tsukuba MBA-IB Alumni
筑波大学東京キャンパス
Duration: 2 hr 30 min
Group - Members of Tsukuba MBA-IB Alumni

Final Call: RSVP for the MBA-IB Homecoming Party 🎉
The 20th Annual MBA-IB Homecoming Party
Date: June 28, 2025 from 3:00 to 5:30 p.m.
... See more

Bunkyo

Add a Post

Guest List
47 Went 1 MAYBE 171 INVITED



20th Anniversary & Homecoming Alumni Reunion on June 28, 2025



20th Anniversary & Homecoming Alumni Reunion on June 28, 2025



Commencement Ceremony 2025

