

10th QBS Class Graduation

On Saturday, March 22nd, the Graduation Ceremony of the 10th QBS Class was held in Kyushu University's International Hall. About a hundred family members and graduates were present when Kenji Yamamoto, Dean of the Graduate Faculty of Economics, presented their diplomas.

The 7th QBS Forum

The 7th QBS Forum, hosted by the Student Council and supported by QAN (i.e. QBS Alumni Network), was held on Sunday, March 2nd at Kyushu University's Nishijin Plaza. The QBS Forum founded by the 4th Graduating Class, serves to show gratitude to all those supported QBS students' study—a compilation of our academic studies—by making a full report of the Projects Research Paper and holding a discussion on those matters.



During this forum, there were ten presentations on a diverse range of topics including business plans, analysis of the manufacturing sector, and the innovation process. The unique essence of each researcher, formed through the vicissitudes of a year's dedicated efforts, was evident in each worth-while presentation. Observers gave some keen comments which led to a very productive discussion session.

Thanks to the QAN, there was social gathering organized after the forum. With graduates, current students of the 10th and 11th graduating class, and students to be enrolled in the coming April participating, the gathering was a wonderful time that demonstrated the "vertical" QBS relations, regardless of graduating class.

In conclusion, I would like to sincerely thank all of those who made our 10th Graduating Class possible. Thank you.

Norimasa Adachi (QBS 10th Graduating Class)

QAN Correspondence

In this issue of the QAN Correspondence, we would like to introduce a company operated by a QBS Graduate. Mr. Yoshiharu was of the 9th Graduating Class.

Mr. Hidaka is the President of Kyuhai-Tech Co., Ltd., which is a local, Fukuoka company that provides the furnishings to homes.

Q) Why did you choose to attend QBS?

A) As I mentioned during my entrance exam interview, I attended because a company cannot grow and develop past the limitations of its leaders. As the president of a small business, I have always been dedicated to learning, and in order to better my company, I thought it best to diversify my ways of thinking.

Q) What do you think benefited you during your studies at QBS?

A) That would be "Logical Thinking". I realized that being a business manager for many years, I had relied on my intuition, experience, and grit. Adding a logical thinking process to this widened my abilities.

Q) How has what you learned at QBS helped your company?

A) Because our main business is in construction, "people" are our greatest resource. Placing an emphasis on various training, we can differentiate ourselves from our competitors through the education of our human resources. I learned how to integrate each of these processes into easy-to-understand and logical systematic diagrams. In turn, I am able to logically explain to my employees why we are implementing such activities.

Q) Can you share with us your company's "Vision"?

A) "To become a company that Fukuoka cannot be without!" I sincerely believe that I could not be without my two year experience at QBS. It was an environment surrounded by wonderful instructors and great colleagues. Through this experience, I aim to make my company absolutely needed in Fukuoka, which is a gateway to Asia.

QAN Chairperson Seon Hojang (6th Graduating Class)

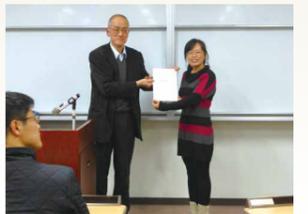
Feature on Asia (Round 2)

Final Briefing by QBS Short-term International Exchange Students

My name is Hamasaki of the 11th Graduating Class, and I was the support leader for this year's international exchange students. As a fourteen member team, we provided support to the twelve international students who came from China and Thailand at the end of September 2013. The bulk of our work was to assist the students in moving into their dormitory, processing paperwork at city municipalities, and planning outdoor events such as barbecue parties and bus tours in welcoming these students. Taking daily classes alongside the international students strengthened our bond. The differences between our thoughts and cultures fostered among us a new kind of diversity. On February 8th, we held a Final Briefing in which each international exchange student gave a presentation on what they felt and learned during their experience in Japan—some even presented in Japanese. Considering most student only knew how to say "Hello" and "Thank You" in Japanese when they first arrived, it was wonderful to see the results of their dedicated efforts as they presented in Japanese. During the farewell party following the Final Briefing, exchange students, teachers, and the many QBS students enjoyed reflecting on their time spent in the exchange program. Seeing how heart-wrenching it was for the exchange students to leave, with some even crying, I believe that they fully enjoyed the time they spent living in Fukuoka. I truly hope that there will be many international exchange students coming to QBS in the coming year and that the environment here cultivates students to study as diligently as they did this year.



Yuuma Hamasaki (11th Graduating Class)



Nanjing University Business School Visit

A group from Nanjing University Business School visited Fukuoka from February 23rd through March 3rd. During this trip, they spent about a week at QBS and we provided a variety of programs during this February 24th~March 3rd visit. Professors Chunyan Jiang and Ching Li brought 18 MBA students from Nanjing University Business School and students from QBS' short term international exchange student program also participated.

The daily morning sessions were held in room 209 at Kyushu University Faculty of Economics Building. On Monday, Murafuji spoke on "Japan's Manufacturing Industry's Management Environment". Tuesday's lecture was given on "The Difference in American, Japanese, and Chinese Management Practices" by Okada, a consultant from NEC. Mr. Shutto, a former QBS Professor who now gives guest lectures at Nanjing University, spoke about "International Marketing in the Japanese Manufacturing Industry" on Wednesday. Friday's lecture, by Associate Professor Takata, assigned group work regarding the topic of "New Business Management for Japanese Corporations". Mr. Yoshiyama, Head of Financial Affairs at Santen Pharmaceutical, spoke about "M&A and Japanese Corporate Management" on Saturday.

The afternoon program was dedicated to corporate visits, factory and agricultural tours, and interactive sessions. On Monday, the students participated in a social gathering with young executives from the Kyushu Economic Federation and the Association of Corporate Executives at the Kyosokan Building. During this program, Mr. Yutaka Aso, Chairman of the Kyushu Economic Federation, gave the opening address followed by Itsun Gen's keynote speech. After the keynote, students were divided into Manufacturing, Real Estate Financing, and Service Industry groups to discuss these topics. The students took a tour of TOTO's ceramic sanitation production factory on Tuesday followed by a tour of the Wakamiya Lexus production plant on Wednesday, where Toyota implements their Just-In-Time practices. On Thursday the students visited vinyl greenhouses in Kiyama that cultivate asparagus and strawberries. Miyano of QBS' First Graduating Class assisted in the tour of TOTO. The tour of Toyota was made possible by QBS' Short-term Executive Program's Sugiyama and Harada of the first and second graduating class, respectively. Thursday's tour of Kiyama received the help of Terasaki and Umeshita of the sixth and tenth graduating class of QBS, respectively. During the afternoon session on Saturday, March 1st we held a business plan contest that included current QBS students and members of the QBS alumni association, QAN. The fulfilling week came to an end with a social party with the faculty club on Saturday evening.

Isao Murafuji (Corporate Finance, Corporate Value Creation, and M&A)



Why not train your employees to be "Global Human Resources" at QBS?

There is currently a great demand for "Global Human Resource Education" throughout Japan. Although "Global Human Resource Education" is a seemingly simple term, it requires a lot of resources and time in order to create a local base of operations and develop a training program for employees to be sent abroad.

The two year program at QBS offers a six month exchange program with affiliated business schools throughout Asia. Because the universities abroad provide dormitories and students are generally not required to pay the cost of tuition, the cost of this program is rather reasonable.

Some businesses send their employees to study at QBS to take advantage of the exchange program with business schools in Asia. Through these programs, students have the opportunity to lay the groundwork for developing their business abroad, which may serve as a base of operations after graduation.

Feel free to contact our QBS Office at (bs@econ.kyushu-u.ac.jp) to receive more details. Our QBS staff will gladly come to your offices.

Homepage ▶ <http://qbs.kyushu-u.ac.jp/> ▶ facebook.com/QBS.MBA

To all QBS Graduates: Information Regarding Continued Education for Recurrent Auditor

Since last year, auditing courses has become even easier to sign up as it requires no entrance fee and auditors are able to take classes that they had once taken as a student. Furthermore there are new courses being added to the upcoming curriculum. The syllabus is readily available at Kyushu University's Hakata Station Office.

If you would like to audit classes in 2014, please apply during the registration period at Kyushu University Kaizuka Regional Administrative Department, Office of Academic Affairs, Student Affairs Division 4.

Why not take this opportunity to "Re-Study" by signing up for recurrent auditor?
For more details, please visit the QBS homepage

Spring Semester Application: March 14th(Fri.)~24th(Mon), 2014
Fall Semester Application: September 19th(Fri.)~29th(Mon), 2014

Introducing Current Students



Wang (11th Graduating Class)

After graduating from university in China, I was finally able to move to Japan. After spending my first year studying Japanese at a language school in Fukuoka, I decided to enroll in QBS.

There were people who were against me studying for my MBA immediately after my undergraduate program. Even though I had never struggled more with any decision in my life, I took the first step and made the decision to enroll to QBS. With insufficient Japanese and management knowledge, I vigorously self-taught myself before enrolling in the program. After being accepted into QBS, I was pained by the realization of the limitations of my knowledge and understanding, regardless of my self-teaching. Although every day was a struggle as I was challenged by the difficult tasks, I am completely satisfied now. Being able to talk directly to specialists in their own field, the lecturers invigorated me every day through providing me with all the knowledge I could ask for and immediately helping to solve any doubts I had. As a foreign student, the kind office staff, amazing colleagues and alumni, and trustworthy professors all helped in various ways to make my international experience the absolute best.

There is nothing that makes me happier. My current goal is to be able to make a significant contribution on the global scale. I faced my biggest struggle in life as I was entering QBS but am still someone with big dreams. For everyone who helped me, I would like to take a minute here to say, "Thank You".



Kiyota Kasa (11th Graduating Class)

Employed by ▶ Miyoshi Real Estate Co., Ltd. / Executive Director

The first year after entering QBS flew by, everything felt fast and at the same time felt short.

My decision to enroll in QBS was motivated after meeting many QBS alumni. At the time, I was responsible for setting up our Shanghai offices, was in charge of a new business segment, and had many new challenges ahead of me. Whenever you are trying to implement something new, you will be faced with a number of hurdles. I believe that overcoming these hurdles is dependent on a) your experience and b) your logical thinking skills. During the first year at QBS, studying finance, marketing, organizational management, and intellectual property gave me a wide array of knowledge regarding the fundamentals of logical thinking in business management. Furthermore, all the classes at QBS were rich in case studies, which helps to develop experience. I found that I also learned from my classmates. Each student had a different motive to enroll and purpose to study, but the one thing all students have in common is their powerful ambition.

Time would pass unnoticed, as discussions with classmates lead to new ideas about business. I am grateful for all of these connections. Assuming all goes well, I only have a year left as a student. Polishing my skills during this time, I hope to be able to devote myself to fulfilling my new roles at work.

QBS Instructor Profile

My name is Jitsuzumi and I teach “Industries and Policy”.

Have you ever experienced “data jams” when using your cellphone? Or have you ever noticed when you use YouTube or NicoNico Videos that your video stream freezes or the browser suddenly crashes? This can be caused by an overload of users accessing the network, which causes an overload of traffic. During these data jams, the network does not have the capacity to meet the demand—in other words, the network does not have the resource capacity to satisfy all users. For content providing websites who depend on advertisements for revenue, data jams pose a major problem to their websites.

On the other hand, internet providers who connect users to the internet, while controlling their transmission capacity, are on the advent of business opportunities. Regardless of if the user is connected to the internet via landline or a mobile connection, the internet providers can assume the users (aka viewers) are assets under the assumption that changing providers is prohibitive (in economics, this is referred to as having a high switching cost).

This is to say, that the providers have the viewers, who are the source of revenues for ad services, in their pockets. Further, the internet providers are in power to control the distribution of their limited capacity to content providers. As a user, it means that your internet provider has the ability to control the contents you end up enjoying. In recent years issues surrounding internet neutrality are heavily discussed in the U.S., Europe, and other countries with advanced network connectivity. How should the power of internet providers, who have no choice but to take advantage of the opportunities, be controlled? Or, should there even be policies to control the providers?

Because the World Wide Web is in essence borderless, the issues that are being raised in Europe and North America are sure to have a large impact on the internet industry in Japan as well. However, even though Japan’s internet connectivity is just as advanced as these other nations, little has been debated about this topic. Quietly doing research in this field, I am sure that this will eventually become an issue in Japan as well.



Toshiya Jitsuzumi (Industries and Policy)

Fuku-Hoku Exchange Colloquium

It has been two years since having graduated QBS. The adoption for Subsidies for Invigorating Small Business Enterprises last September encouraged me to start up my new business in providing business consulting, human resource development, and seminar planning and management in the dental industry. During the Fuku-Hoku Exchange Colloquium on November 22nd, 2013 I was allowed to speak on the most recent practices for preventing tooth cavities.

Even though the Fuku-Hoku Exchange Colloquium is a meeting for various firms from Fukuoka and Kitakyushu in differing industries, the attendees listened eagerly to my topic because it pertained to their own health.

At the dinner party following the meeting, the many people asking questions about their teeth gave me insight to how patients actually feel.

I am dedicated to developing my business in the dental industry, and jumping into gatherings from people of various industries allows me the opportunity to see the industry from an entirely different perspective. Rather than operating within the bounds of my own industry, I believe that going outside of these borders can lead to new discoveries and ideas that would have otherwise not been possible.

Similarly, I am very grateful for having been able to attend and graduate from QBS. Also, I would like to thank you for giving me this opportunity to share my thoughts.

Masayo Tanae (8th Graduating Class)



QNIES Reunion at Dalian and Workshop for Applying from Dalian

The QNIES (QBS Network for International Exchange Students) was founded to strengthen the bonds with international exchange students who returned home after they completed their program at QBS. As such, the “Reunion Meeting” was held in Dalian, China on February 13th. Responsible for International Relations, Professor Murafuji and myself (Hiramatsu) were sent to China to explain QNIES’s purpose, the function of the QNIES Mailing List to improve communications, and discussed with participants how to improve our network.

Because the event was held during the Chinese New Year, there was not a large turnout. Mr. Bu Pengyu, from Dalian, was installed as the Dalian Regional Coordinator and Ms. Li Linlin, who came all the way from Shenyang, as the Vice-Coordinator, in charge of the Shenyang Regional Coordinator. They all actively participated to give insight on how the network could be stimulated.

On the following day (14th), we held a workshop for students from Dalian who were interested in applying to become a student at QBS. The participants, who are considering applying after the following fall, all listened intently as we described QBS.

Taku Hiramatsu (Financial Management / Management Control)



Corporate Tours for QBS Short Term Exchange Students

Especially since the Tohoku Earthquake and Tsunami Disaster, issues surrounding the development of resources, supply of electricity, and food safety have garnered increasing attention. Because these issues also concern us exchange students, we took tours of the Kitakyushu Eco-Town, the New Kokura Power Plant, and Nippon Suisan Kaisha, Ltd.

We learned about how renewing infectious waste, such as decomposing medical equipment, can become viable resources, through treating it with high-frequency waves, separating the waste, and producing solid fuel. We also participated in a Q&A session regarding recycling while observing how the employees disassembled office appliances by hand. I felt passionate about how the Kitakyushu Eco-Town is developing an eco-friendly, recycling oriented society.

At the New Kokura Power Plant, we received a tour of where employees worked and learned details regarding the supply of electricity since the Tohoku Disaster. I gained a better understanding of the effects of the earthquake and the importance of saving electricity. Afterwards, we received a tour of Nippon Suisan Kaisha, Ltd. where they described the development of the Japanese fishing industry and the products they had developed at Nippon Suisan. I received a strong impression that Nissui was especially particular in regards to the safety and taste of their food.

I believe that it is up to companies such as the ones we visited to develop business models that are considerate of society, especially in consideration of how valuable developing resources, supplying electricity, and providing safe food has become in light of the Tohoku Disaster. It is our responsibility to figure out how developing new businesses will solve social issues and contribute to society.

Tang Ruixia (10th Graduating Class)



Alumni Profile



Kumiko Hatano (7th Graduating Class)

Employed by ▶ Japan Finance Corporation

Not only did I gain a general knowledge of practical and systematic management while at QBS, but there were plenty of tasks that made me say “Really?!” and think especially hard. I also gained an international perspective through my short-term exchange at Shanghai Jiao Tong University. My colleagues, regardless of their background, alumni who are active, and passionate lecturers all made my experience amazing.

Often referred to as the gateway to Asia, I enrolled at QBS with the objective of solving the question of how to establish Fukuoka as an invigorated, commercial hub. Because QBS allows for trial and error, I repeatedly tried to verify my hypothesis. This experience of trying to fully capture a phenomena on a grandeur scale has helped me at my job and in other various situations.

I have been lucky enough to be able to participate in alumni-organized seminars and the Hoshino Seminar Research Club. The only reason that I have not become lost when standing at a fork in the road caused by an ever-changing environment is because my colleagues and professors continued to push me in the right direction. My studies at QBS have definitely become an anchor I can rely on.

I will not quit studying, nor will I stop thinking. I will dedicate every day to promoting the revitalization of our region.



Shinichi Fukushima (9th Graduating Class)

Employed by ▶ Nihon-Kotsusangyo Group Co., Ltd. / Representative Director

As an upper level manager, I chose to enroll at QBS in order to polish my business sensibility, improve my management skills, and learn about entrepreneurship. During the first half of my first year, I decided I would not include the Projects Seminar in my curriculum, and instead built my curriculum around sixty QREC credits. Taking a wider range of courses than expected when I enrolled, expanding my perspectives has been very valuable.

Even after graduating, I hope to be able to find a way to work with my professors, colleagues, and QBS affiliates. Last year in November, I was invited by associate professor Igarashi to be a mentor at “Startup Weekend Fukuoka”, an event on the global scale for entrepreneurship. I am grateful for this wonderful experience that allowed me to come in contact with many young, passionate entrepreneurs with many valuable ideas.

The theories and thought processes I learned while at QBS are constantly applied to improve the management of my firm. Our employees have become more conscientious and management indicators have steadily improved. The next objective is to create new value and a new business. To do so, I believe that we must be aware of our society’s environment and issues it faces and, rather than being trapped by established practices, be open to different perspectives.

QBS BOOK Review

Read This!

“The 1st Step of Marketing Analysis”

Editors: Naoto Onzo & Kenji Tomita Publisher: Sekigakusha
Distributor: Chuokeizai-sha, Inc.



The world of marketing is changing dynamically every day. Because of this, the field of marketing research has been heavily altered since 2000. Prior to the year 2000, specialists would have to input the results of their research into complex computer programs and the results would have significant implications. Nowadays, however, statistical software is as easy to use as Excel. Beginner marketing students can use these tools to master a certain level of marketing research by the time they graduate.

This entry to marketing research book is befitting for its time. The first half of the book details the importance of marketing research, introduces sampling methodology, and basic statistical jargon such as “average”, “variance”, and “standard deviation”, etc. Marketing methodologies are described half-way through the book. Correlation analysis, verification, analysis of variance, and regression analysis are described in detail. The latter portion introduces higher level analysis methodology such as conjoint analysis, and covariance structure analysis.

I will speak about marketing research in my Projects Report seminar at QBS. However, those of you who are asked to do marketing research or consumer surveys at work, should definitely read this book in order to avoid constructing an incorrect research design or even drawing mistaken conclusions.

Hitoshi Iwashita (Marketing Strategy / International Marketing)