

Exchange Students Coming to QBS

QBS once again welcomed ten short-term exchange students from China and Thailand in 2014.

All of the students were friendly and sociable.

Following the entrance ceremony and welcome party hosted in the beginning of October, the exchange students blended in with the QBS students of the 11th and 12th graduating classes. The exchange students actively spoke out and participated in their classes and we felt that wonderful teamwork was built amongst the students.

Second semester classes have been more energetic than classes in the first semester because of the exchange students joining our classes. Moreover, we feel our classes have become brighter and more active.

At the welcoming party, we challenged ourselves to communicate with the exchange students entirely in English. There were a few students who had trouble keeping up but through helping one another, we were able to talk about business, our dreams, experiences from studying abroad, and what we want to achieve as a student. By further talking about our hobbies, special skills, and others we were able to find friends and deepen our understanding of one another.

During the half year that the exchange students have at QBS before going back to their own countries, I will strive to provide them with a hospitable experience that creates happy memories—both in side and outside of the classroom—which leads to building lasting relationships with our QBS students.

Tadataka Ooi (12th Graduating Class)



QAN Correspondence

QAN is primarily a network of QBS alumni that contributes to raising the value of QBS through various projects. Below is a description of our major activities this year.

General Session

The General Session was held on May 17th at BIZCOLI where we recognized our executive committee and decided on plans for this year. Prior to the General Session we hosted a workshop welcoming researchers from the National University of Malaysia, Women's Leadership Center where ideas and opinions were actively exchanged. Former QBS lecturer, Professor Ryuji Konishi spoke passionately about "The State of Affairs of Modern Society and a Message to Alumni".

Barbeque Party

On August 30th, we held a joint barbeque party with QBS students and QAN members at Kyushu University's Hakozaki Campus. Over fifty family members and graduates ranging from the first through twelfth graduating classes participated in this BBQ and even QAN's chairperson entertained us.

Christmas Party

We are planning on hosting our customary Christmas Party at Tenjin Terra Hall on December 6th. To further expand our QBS network, we are hoping that many people will join us for this celebration!

Other QAN activities include managing and operating the QAN Card, lending a helping hand in the Business Plan Contest, and working with the Tokyo Chapter. We have also contracted a basic agreement with the University of Malaysia and are planning a trip to the University of Malaysia in March of 2015 for a voluntary study tour.

We hope that you will continue to support and understand our activities here at QAN.

Yasuo Oguri (5th Graduating Class)

A Message from Professor Wu—Lecturer of Asia Business Strategy and Visiting Researcher from Dongbei University of Finance and Economics

Hello, everyone! I am glad to be given a chance to teach here as a visiting professor of QBS Exchange Program. I come from Dongbei University of Finance and Economics, China. Although I have been Japan just two weeks, all I have seen here do leave me a deep impression. Wherever I go, I can find the clean city, the friendly people and especially the considerate services. All these make me feel quite relax.

QBS Exchange Program provides a good way to broaden the students' knowledge and vision internationally. My University shares many same characteristics with Kyushu University Business School. Both of them have a refreshing and scholarly atmosphere and provide the student the enough space to obtain further enrichment.

Dongbei University of Finance and Economics, China
Prof. Wu xiao wei



Introducing Current Students



Mikiko Ito (11th Graduating Class)

Employer ▶ Seibu Giken Co., Ltd.

"Two Years to Create a New Me"

That was what I wrote as my reason for my research proposal when I applied for this program. That feeling of hope and uncertainty when I applied for QBS two years ago feels like it was just yesterday. "I want to gain confidence", "I want to become a human resource that contributes to my company", "I want to build new relationships". I kept these goals close to heart as I enrolled in the program and throughout this very rewarding period, I feel I have gradually become closer to achieving my goals.

On top of being practical and applicable, the new knowledge I have received through the QBS program has deepened my understanding of business and organizations. The QBS program has even strengthened my desire to work. There have also been many opportunities to gain knowledge outside of lectures and seminars. The learning experiences and interactions with a diverse group of people at QBS have been the building blocks to accumulating confidence in myself. With but a short time left here at QBS, I would like to make the most of this time by engaging in experiences that plant the seeds of my future and not let up on my goals in any way.



Mao Lin-Song (11th Graduating Class)

After graduating from a Chinese university, I founded a trading company that exported Japanese products to China. A year and a half after the foundation, it went bankrupt. That was when I felt my business knowledge was insufficient and I decided to apply to QBS in order to one-day found another company trading between China and Japan.

Because I had worked alongside Japanese people up to entering QBS, I had no trouble with the language barrier; however, I struggled because I knew nothing about Japanese business. Consequent to studying at QBS was gaining a vast pool of knowledge that made me regret my past decisions and make me say, "That's what I should have done!" More than just knowledge, I gained the most from learning the processes of working with my classmates—most of who had real-world experience—on a given topic, collecting information, analyzing that information, and formulating our findings into a presentation or report.

It goes without saying that business schools are expected to develop our knowledge and improve our abilities, but it is also significant for building a network of contacts. Working with my fellow QBS classmates has created a bond that will definitely help me in my future endeavors. My year and a half at QBS was fun and I grew remarkably. In my last half year at QBS, I will continue to work hard, without any regrets.

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Feature on Asia (Round 3)

22nd ICABE Student Exchange Project

Professor Hiramatsu and Professor Murafuji took students to Hangzhou and Shanghai, China, on September 20th (Sat.) for the three-night, four-day long 2014 Fall ICBAE program.

We visited Zhejiang University located in Hangzhou, where we worked with their MBA students to manifest a business plan. Some of Zhejiang University students had visited QBS during the second semester of 2013 as part of the exchange program agreement between QBS and Zhejiang University. After working on the business plans, we were welcomed warmly at the friendly, social dinner. Seeing how openly they welcomed us was surely a sign of how fulfilling their experience at QBS was, even though it was for only half a year. Hangzhou is home to Alibaba.com, an online auction site, and the company's recent listing on the New York Stock Exchange likely influenced the Zhejiang University student's business plans being oriented on venturing online companies.

As part of the company tour program, we visited ENJOYOR, a local firm, and Mizuho Bank (China), Ltd., Yaskawa Electric (China) Co., Ltd., and TOTO EASTCHINA Co., Ltd., which are all Japanese companies. All of the Japanese companies we visited were quick to mention China's growing GDP and local employee wages annually increasing at a rate exceeding 10%. They also noted that the rate of employees leaving their jobs to seek higher wages has been on the rise. Considering the drastic rise in the cost of living, this valuable experience made me feel that in the future, the world's factories would be moving out of China and into other developing countries.

Koji Iwanaka (12th Graduating Class)



About My Exchange Program Experience

In the first semester of my second year, I took part in the exchange student program at Dongbei University of Finance and Economics located in Dalian, China. I was the first student to enroll in the program between Kyushu University and Dongbei University of Finance and Economics. Because of this, I had many concerns but once I actually arrived I realized my concerns were unfounded. From the professors to the supporters, there were many people to help me along the way.

Three of the four subjects I took were part of the MBA program (International Business Management (IBM), Marketing, and Research Method) and I also took a class to study Chinese. Regardless of which class I took, I was the only Japanese student and was surrounded by a rich group of international classmates from various countries. I did feel a bit isolated and alone at first but I quickly became friends with my classmates. Reflecting on my experience, I feel that being the only Japanese student actually broadened my global perspective.

Considering that many Japanese live in Dalian and the local people share a positive attitude in regards to Japan, the city was very easy to live in. I also feel like I benefited a great deal from interacting with people living in Dalian who come from a diverse range of professions. If I had not enrolled in this exchange program, I would have never had the opportunity to meet any of these people. I will treasure the relationships I built in Dalian.

If you are interested in acquiring a global perspective, broadening your horizon, and building diverse relationships I highly recommend you enroll in QBS's exchange student program.

Shuji Nomura (11th Graduating Class)



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Kyushu University Business School (MBA Program) April '15 Enrollment
Special Examination Applicants

Application Period: January 5th (Mon.) ~ 9th (Fri), 2015
Examination Date: February 1st (Sun.), 2015
Available Spots: Few
Selection Process: Evaluation of Submitted Documents, Interview Exam, others

This special examination is available to applicants with over five years of work experience in either the fields of Management of Technology (MOT) or Asian Business.

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Graduates Contributing in Asia

Ippei Matsukiyo (3rd Graduating Class)

President of Hospitable Corp.

I resigned from my job at a broadcast station and founded this company after graduating from QBS. Focusing on the Korean market, we have been involved in sales promotions and gathering tourists to visit Japan, online sales of products from brick-and-mortar stores, importing food, and introducing young Koreans fluent in English/Japanese to Japanese businesses. Although we have been faced with challenges since the Tohoku Earthquake and Nuclear Reactor issues, it is now our 8th year of operations. The market for repeating tourists from Korea who enjoy food, shopping, and amusement is unlike gathering tourists from any other foreign market. Advertising the trinity of language competency in dealing with customers, good prices, and value-added services through blogs is a must for Korean tourists to become customers. This year we worked on a service with the Hakata Port International Terminal and Duty Free Shop to allow Korean customers to make purchases that would then be delivered directly to the Hakata Port. This provided Korean customers with the option of purchasing goods at duty free prices and then being able to leave without baggage. Young people are drawn to work in locations or shops that are popular with tourists. The job referral website we founded two years ago has over a thousand registered Koreans who are multilingual and possess humanities or science backgrounds. There has been a recent flux of Koreans finding jobs in Tokyo, Osaka, and Nagoya through our website. Osaka, similar to Fukuoka, boasts being the “Gateway to Asia” and has many job opportunities, a large amount of exports, and interacts well with tourists. Furthermore, existing industry-academia-government cooperation in Osaka have lived up to their reputation and led to tangible results, allowing our company to send many tourists to the Kansai region. It would appear there is a trend in general among the companies in Kyushu either unmotivated or unwilling to hire foreigners and sitting on the fence. Kyushu is losing its proximity to Asia at the hands of Low Cost Carriers (LCC). With the increasing competitiveness from Okinawa and Osaka, Kyushu needs to reevaluate whether or not it is passionate about Asia. I truly hope that the graduates of QBS, who have a reputation for Asian Business, will become the catalyst and source for promoting our internationalization.



A photo from the job fair held in Osaka on May 30th, 2014. Nearly 40% of applicants found jobs.

Koichi Ito (10th Graduating Class)

Aso College Group

I graduated from QBS as part of the 10th Graduating Class in March 2014. From August, the Aso College Group—my employer—began a joint project with the Binus University, a private university in Jakarta with over 27,000 students. I am currently stationed in Jakarta working at the BINUS ASO SCHOOL OF ENGINEERING (BASE), which is a new department we founded to educate local students with the goal of finding employment at top tier Japanese or international companies.

Harnessing the knowledge and expertise of the Aso College of Automotive Engineering and Technology and the Aso Architecture and Design College, we founded the Automotive & Robotics Engineering course and the Product Design Engineering course. Even though we had a short application period beginning in July, Japanese and local media helped us accept 13 new students for the current year and we have reached over 35 applicants for the following school year. This has been a great start towards our goal of filling our 180-student capacity.

Two jobs ago, I was stationed in Munich from 1997 to 1999. It was my desire to find work abroad once again that encouraged me to enroll in QBS. In my former job, I was assigned to evaluate the potential of developing our work in the United States of America, but was then suddenly handed the opportunity to go to Jakarta. I found that I gained a great surge of energy from learning about Asia along side international students from Asia. And considering that we were taught at QBS to evaluate and assess the risks of undertaking the challenge against not undertaking the challenge, I found that I could not say “No” to this new challenge that faced me. Changing jobs while still enrolled at QBS and altering my project studies and theme of studies would not have been possible without Professor Hoshino, my seminar classmates, other professors, my colleagues, and the alumni. Furthermore, without all their support, I would not be where I am today. Thank you.

I will continuously strive to develop a valuable human resource, maintaining a humble mind for being allowed to work in other countries, contributing to the development of Indonesia and Asia, and intending to give back to Japan and everyone at QBS who helped me.



Introducing the University to High School Students at a Booth in Malang

Zhejiang University’s “Doing Business in China” program

From September 15th~19th I participated in Zhejiang University’s “Doing Business in China” program along with Mr. Obuchi and Mr. Kiyofuji of the 12th Graduating Class. Associate Professor Jinxuan Zhang and Professor Mark Greeven each gave two lectures, and Professor Long Bao Wei and Professor Douglass Fuller gave one lecture. They spoke of culture, starting up businesses, direct investment, economics and politics, etc. The program also consisted of visiting Wensli Co., Ltd., a silk manufacturer, and Wahaha Co., Ltd., China’s largest beverage producer. Because this program was originally crafted to cater towards Ohm University’s business students from Nuremberg, Germany, there were ten or so students and graduates led by Professor Thomas Eckardt. The lectures started a little after nine in the morning and lunch was eaten in China’s largest student cafeteria. Classes would come to an end at around five in the evening and there was a lot of content. As part of this extremely meaningful program, two Chinese lecturers and two foreign lecturers discussed from their respective positions—from Chinese perspective and from foreign business perspective—on various issues facing China.

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



Kyushu University, Faculty of Economics’ 90th Anniversary Commemorative Lecture

Kyushu University, Faculty of Economics’ 90th Anniversary Commemorative Lecture was held on September 4th in the evening at Resola NTT Yume-Tenjin Hall. The commemorative lecture was about “Strategies of Challengers and Innovators” and was sponsored by the Nikkei Biz Academy.

The lectures described how companies integrate innovation, reflected on the process of going from being a challenger to becoming a leader, examined turning points and the roots of success, and stressed the significance of observation in order to overcome challenges. Mr. Kouichi Ikeda—a 1963 Kyushu University, Faculty of Economics graduate, former CEO of Asahi Breweries, Ltd. and current advisor to Asahi Group Holdings, Ltd.— was invited to give the keynote speech and he used the brewery’s Super Dry beverage product to describe strategies of challengers and innovators.

Prior to Advisor Ikeda’s speech, two teams of QBS students presented their analysis of the brewery’s innovative processes and sources for success. Following Mr. Ikeda’s speech was a panel discussion facilitated by Professor Nagata.

The approximately 250 audience seats were nearly full. And perhaps it was because the atmosphere was unlike any normal lecture or on-campus event, but the presenting teams of QBS students were nervous a little bit from beginning to end. Given the opportunity to present in front of Mr. Ikeda was an extremely valuable learning experience for the students.



2014 QBS Business Plan Contest

The 2014 QBS Business Plan Contest was held on September 13th (Sat.) in the Hakozaki Campus’s International Hall. This business plan contest, led by the student committee, has been made possible by the generous support from businesses and the support from our alumni.

With a total of six teams—two teams of students from QBS and another four teams from other universities—the topic of the fourth business plan contest was “Designated Venture District—A Business Plan for a Startup from Fukuoka”. The teams fought to win the contest by presenting their business plan that was a culmination of the knowledge, skills, and attitudes instilled by their respective business schools.

Drug39 Co., Ltd.’s CEO and MBA graduate Mr. Kenji Hirano gave a keynote speech on “The Strategies for the Health Industry with an Aging Society”. Afterwards, each team gave their presentation. With a wide range of topics stretching across the educational, ICT, health, medical, agricultural, and living support sectors, we felt the significance of recognizing opportunities in starting up a business and the difficulties that went into creating each plan. Although the presenting teams were from universities in Kansai area, we all shared a common interest as MBA students, which led to an exchange of ideas and information and cultivated friendships.

In closing, I would like to thank each and every person who provided support and sponsored this event.

Toru Haraguchi (11th Graduating Class)



Alumni Profile



Yukumi Hara (3rd Graduating Class)

Employer ▶ Fukuoka Prefectural Office
(Fukuoka Prefecture Employee Support Office)

I decided to enroll in QBS’ program out of impatience. I was unsatisfied with the work I was assigned and realized I needed to identify my specialization. Because I enrolled with such motives, I actively took as many classes as I could and everyday was extremely busy. Discussing and debating with a diverse group of students with various backgrounds in satisfying classes naturally molded the way I thought. Even though seven and a half years have passed since I graduated from QBS, all the knowledge I gained continues to mature through my daily experiences.

I currently work at one of Fukuoka Prefecture’s branch offices supporting employment of child rearing women. On the surface, it would appear that my job has not changed much since I enrolled in QBS. I am completely satisfied, however, because I am now able to thoroughly think through what I am able to offer and how I can maximize my role in my assigned duties. Rather than focusing merely on the immediate, I am now capable of observing the bigger picture in the long run. My eyes have been opened to many things because of my two years at QBS. Thank you QBS.

On a side note, Professor Murafuji volunteered to provide me with guidance as I continue studying public administration. I would like to express my gratitude for this experience and to the professors and all those who continue providing support.



Hiroyuki Yano (6th Graduating Class)

Employer ▶ Mitsubishi Chemical Corporation

Working in the manufacturing department of a chemical manufacturing corporation, I was extremely interested in “how to develop the competitiveness of technology, how to identify the sprouting buds of the next, new business, and how to guide the company through sustainable development”. When I was asked, “How can we strengthen (revive) the Japanese manufacturing industry”, I realized my own weaknesses, which led to my decision to knock on the gates of QBS.

I learned a great deal from QBS including knowledge and practical skills taught by the many professors at QBS with specialized knowledge rooted in vast experiences. I also had the opportunity to make friends with people involved in various industries. The time I spent with these friends and my contact with various different industries became one of my greatest strengths. Participating in the QREP program for learning from entrepreneurs further invigorated my challenge oriented mentality, which, moving forward in life, will continue to serve as a great benefit.

I have been transferred to the projects department in our company and am focusing on “Management of New Business Projects and Management of Developing Incumbent Business Segments”. Every time I make a decision in my new position, I can feel what I learned at QBS coming to life. I was able to enroll in QBS through their Special Applications. To be eligible for the Special Application process, you must have a specific amount of work experience in MOT (Management of Technology) or Asian Business, but I believe that this program is perfect for the people who want to further improve themselves.