

# Business Administration

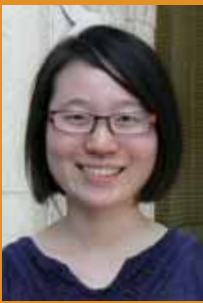


Professor Contemporary Management

## Kazuhiro Mishina

If you want to comprehend Japan, and if you want to get your life into perspective, do come to Kobe and join us. The city of Kobe presents a marvelous mixture of old and new, of rich and poor, and of industry and commerce. Our campus sits right on the mountain slope, and gives us a panoramic view of the Osaka bay area. You get to see, on your way home, residential districts,

schools, airports, port facilities, high-rises, steel mills, petrochemical complexes, and highways that interconnect them all, and naturally gain some insight into how economy works. In Tokyo, you will be simply overwhelmed. By the same token, Kobe is small enough to make you feel at home, and big enough to bring you all the life's conveniences. There is no better place to live and study for a student of strategy, for it is all about perspective.



International Student Kingdom of Thailand

## Kritinee Pongtanaert

Six years in Kobe University have been a fantastic and memorable time for me. Now I am studying for a master's degree in marketing. Many professors here have either studied abroad or participated in international exchange programs. So, they understand how foreign students feel, and are amazingly supportive. Kobe University is among the Top 10 national universities with the largest number of foreign

students. Hence, there are many systems and services for foreign students such as student residence and exchange activities with Japanese students. There are Japanese tutors, who support foreign students both in study and with life in Japan. Moreover, people in Kobe seem to be very kind and accustomed to foreigners, probably because the city has been an international port and the home of many foreigners for a long time.

Come and experience Kobe! There are a lot of things you can challenge and experience outside the textbooks!

The predecessor of the School of Business Administration, Kobe University, was founded in 1902 as one of the oldest and most prestigious educational institutes in Japan, with an aim to create leaders for the new industrial society. In 1949, it was reorganized into Kobe University with six academic units, one being the School of Business Administration. Kobe University is the first university in Japanese history to have a School with the name of "Business Administration." The School is proud to be the birthplace of the business administration studies in Japan, and has enjoyed excellent reputation both from business and academic communities. Its founding philosophy of Kobe University is the fusion of academic insight and practical wisdom. Linking theories with practices is recognized as the most crucial in the academic programs.

### Undergraduate Program

The undergraduate curriculum consists of three areas: management, accounting, and marketing & business economics. The educational goal is to cultivate young leaders for business and professional societies by equipping them with practical knowledge based

### Undergraduate Program

| Department              | Subjects                            |                                       |  |
|-------------------------|-------------------------------------|---------------------------------------|--|
| Business Administration | • Management Strategy               | • Comparative Business System         | • Distribution System                        |
|                         | • Organizational Behavior           | • Bookkeeping                         | • Macro Marketing                            |
|                         | • Human Resource Management         | • Financial Accounting                | • Transportation Economics and Policy        |
|                         | • Corporate Finance                 | • Tax Accounting                      | • International Transportation and Logistics |
|                         | • Technology Management             | • Auditing                            | • International Trade                        |
|                         | • Business and Government Relations | • Management Accounting               | • Financial System                           |
|                         | • Decision Science                  | • Cost Accounting                     | • Banking and Finance                        |
|                         | • Game Theory                       | • International Accounting            | • Stock Market                               |
|                         | • Management Science                | • Social and Environmental Accounting | • Insurance                                  |
|                         | • International Management          | • Marketing                           |  |

upon strong social science disciplines. Development of academic leaders, in collaboration with the Graduate School of Business Administration, is the area on which the School places great emphasis.

### Ph.D. Program

To be a scholar, one needs an advanced and special training. Kobe University has one of the most respected graduate schools of business administration in Japan. Ph.D. is awarded to those who fulfill coursework requirements with excellent records, pass qualifying examinations, and complete a doctor thesis research of the highest standard. In their first two years at the graduate school, each student selects, under the supervision of his/her advisor, coursework from nine core and three research methodology courses in order to develop research skills. After taking the required credits and successfully defending a master's thesis, students are awarded a master's degree. In the following three years, students concentrate on writing a Ph.D. thesis keeping in close discussion with his/her Ph.D. dissertation committee members and are expected to contribute to research communities.

### MBA Program

In 1989, the School established MBA program for practicing managers and professionals in response to the needs of industrial community. It was the first MBA program among the national

universities in Japan. MBA students from the business world have diverse work experiences and perceptions on management issues. To take advantage of such wealth of diversity and realize a truly productive learning environment, the School has developed a unique pedagogy of "Research-Based Education." In this method, students who share the similar interests in resolving contemporary business problems form a project team, develop and refine a research theme, and develop its resolution through conducting field research and referencing to the academic literature. Core faculty members assume the role of both offering coursework and facilitating the processes of group learning. The MBA program is accredited and rated "very excellent" by ABEST21, which is a Japanese accreditation organization of MBA programs.

### MBA Program

| Pedagogy                 | Category   |
|--------------------------|--|
| Research-Based Education | <ul style="list-style-type: none"> <li>• Course Work</li> <li>• Group Projects</li> <li>• Dissertation Research</li> </ul> |

### PhD Program

| Areas      | Subjects   |
|------------|--|
| Management | <ul style="list-style-type: none"> <li>• Management Strategy</li> <li>• Organizational Behavior</li> <li>• Human Resource Management</li> <li>• Corporate Finance</li> <li>• Technology Management</li> <li>• Business and Government Relations</li> <li>• Decision Science</li> <li>• Game Theory</li> <li>• Management Science</li> <li>• International Management</li> <li>• Comparative Business System</li> </ul> |
| Accounting | <ul style="list-style-type: none"> <li>• Accounting History</li> <li>• Financial Accounting</li> <li>• Tax Accounting</li> <li>• Auditing</li> <li>• Management Accounting</li> <li>• Cost Accounting</li> <li>• International Accounting</li> <li>• Social and Environmental Accounting</li> </ul>  |
| Commerce   | <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Distribution System</li> <li>• Macro Marketing</li> <li>• Transportation Economics and Policy</li> <li>• International Transportation and Logistics</li> <li>• International Trade</li> <li>• Financial System</li> <li>• Banking and Finance</li> <li>• Stock Market</li> <li>• Insurance</li> </ul>  |

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