

Course Number	09007
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2009 「The International Priority Graduate Programs (PGP)」

~Advanced Graduate Courses for International Students~

【1. Profile of the University】

①University Department	Chiba University, Graduate School of Engineering		
②President	SAITO Yasushi		
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④Contact	Division	Academic Affairs Desk, Graduate School of Engineering	
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⑤Web-Address	http://www.chiba-u.ac.jp/, http://www.eng.chiba-u.ac.jp/e-grad-school-greet.html		
⑥Enrollment (only GraduateSchool)	546 (include MEXT's Sholorship Students : 114)		

【2. Outline of the Course】

①Course	Global Service and Product Design Program
②Degree	Master's course (2 years) and Doctoral course (3 years)
③Form	Chiba University alone
④Graduate Course, Department	Graduate School of Engineering, Department of Design Science
	(Address) Yayoi-cho 1-33, Inage-ku, Chiba, 263-8522 Japan
⑤Collaboration (Universities, Graduate courses, Departments)	none
⑥Quota	16 (include MEXT's Schlorship Students: 1 master's and 2 doctoral students) (include Japanese : 0)
⑦Faculties	10 (Fulltime:6 Fuitime(other department):0 Parttime:4)
⑧Representative of the Course	Job Title : Dean of the Graduate School of Engineering, Professor
	Name : NOGUCHI Hiroshi

【3. Contents of the Course】

○ The Substance of Establishment

This program has been established to encourage the entrance of overseas students into the educational program which aims to train the design researchers having the expert knowledge both in service and product design. This program is called the Global Service and Product Design Program, GSPD.

This program is built mainly by practical studio works for the students who had learned basic design practice in an undergraduate program and have capacity for acquisition of higher design knowledge in a graduate school. At present, 20 master course and 6 doctoral course students are enrolled. Among these, the numbers of overseas students are 6 in master and 5 in doctoral courses each. This program has a high popularity among many undergraduate and graduate students because it is a unique program in which the practical studio works are encouraged even in a graduate school program. In such circumstances, this program aims to acquire excellent overseas students and encourage the talent who can continue a research activity not only in research and educational institutions but also in Japanese companies. This program is partly linked in the classes with the Global Asia Design School Program which is promoted by the Department of Design Science, Graduate School of Engineering, Chiba University.

About 900 overseas students are enrolled at Chiba University. According to the master plan of Chiba University, the number of overseas students is planned to increase to 2000. On the other hand, in the Department of Design Science, about 100 overseas students have been enrolled at the present point of time. This number exceeds 10% of the whole overseas students in Chiba University. This fact suggests that the students have assembled to the department from all corners of the world. The purpose of this program is to promote the design education and research as one of the core competence of Chiba University, and establish the department as a global stronghold of design education and research.

What is Service & Product Design Program? (example: airline ticket check in system)



○ The Educational System

The body of this program is a Service & Product Design Program (SPD), which is conducted from 2007 after 2 years arrangement. The SPD has unique 4 programs. The GSPD also promotes them.

1. Lectures on service & product design

- Theory of Service Design
- Service Design Strategy
- Design Engineering (master course)
- Design Solution Planning (doctoral course)

2. Studio works (practice)

- problem finding and solution on service and product design

3. Internship program

- industry-university cooperation

4. Studio works (research)

- research program directed by more than one professor

In addition to above programs, a new program is promoted in GSPD. This program aims to make a comparison of service and product design, and a proposal of a new global system. So, the 5 programs are served in GSPD.

5. GSPD system building program

- a comparison of ATM systems and building the global system
- a comparison of ticket machine and gate systems and building the global system
- a comparison of digital sign systems and building the global system

As described above, this GSPD program is an education and research system built mainly by studio works. Students belong to this program are enrolled in a laboratory and study under the guidance of all of the professors. The staffs including visiting professors who are the expert of service and product design practice engage on education and research guidance. Additionally, 3 research fellows take part in guidance. Under the environment of the laboratory, it is possible to make an animated discussion from various points of view.

The requirements for completion are 40 credits for master course and 20 credits for doctoral course, although 30 and 14 credits for ordinary program, respectively. The cause of increased requirements is compulsory studio works.

