

Course Number	0 7 0 1 4
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2007 「The International Priority Graduate Programs (PGP)」

~Advanced Graduate Courses for International Students~

【1. Profile of the University】

①University Department	Ritsumeikan Asia Pacific University Graduate School of Management		
②President	Monte Cassim		
③Address (Headquarters)	〒874-8577 1-1 Jumonjibaru, Beppu-shi, Oita		
④Contact	Division	Admissions Office - International	
	Contact person's Name	HSIUNG Hann-Shiuh	e-mail apugrad@apu.ac.jp
	TEL/FAX Number	TEL: 0977-78-1119 FAX: 0977-78-1121	
⑤Web-Address	http://www.apu.ac.jp/graduate		
⑥Enrollment (only Graduate School)	233 (including MEXT Scholarship Students: 44)		

【2. Outline of the Course】

①Course	Innovation and Technology Management
②Degree	Master's Degree (2-year)
③Form	Single university implementing the program
④Graduate Course, Department	Graduate School of Management
	(Address) 〒874-8577 1-1 Jumonjibaru, Beppu-shi, Oita
⑤Collaboration (Universities, Graduate courses, Departments)	N/A
⑥Quota	10(including MEXT Scholarship Students: 5) (including Japanese students: 2)
⑦Faculties	37 (Fulltime:20, Fulltime (other department): 2 Parttime: 15)
⑧Representative of the Course	Job Title: Dean, Graduate School of Management
	Name: NAMBA Masanori

【3. Contents of the Course】

1. Program Overview

(1) Program Name :

Innovation and Technology Management

(2) Program Aims :

With the internationalization and informatization of corporate activities along with continuing progress in technological innovation, the various issues facing corporate management are becoming more complicated and diverse. Therefore, the reforming of corporate management and the fostering of human resources who will play central roles in the creation of new values are now important issues in Japan as well as the world. Japan, a country with scarce natural resources and an aging population, is considered to be built upon scientific and technological creativity. It has become vital to apply an "Innovation and Technology Management" perspective to the development and management of new products and markets which are made possible due to technological advancements. This is true also for countries in the Asia Pacific region which are seeing significant economic growth and social development. Therefore, this program will focus broadly on studying about innovation from the perspectives of management strategy, technology strategy, marketing strategy, human resource strategy, and the creation of new markets. The objective is to develop from an innovation and technology management perspective, innovative international human resources who possess analytic ability, imagination and practical skills. These human resources will become the driving force behind corporate management reforms and the creation of new value.

2. Program Significance

(1) This program will foster international human resources who can fulfill roles required by corporations for innovation and technology management, as well as proactively respond to the international human resource needs and societal demands of today.

(2) As of May 1, 2007, international students from 47 different countries and regions are enrolled at the university's graduate schools (78 countries and regions if undergraduates are included). This culturally diverse environment is ideal for cultivating open-mindedness and cultural understanding within students. The communal learning between domestic and international students is also an effective catalyst in creating worldwide networks.

(3) Having to learn the Japanese language is often a burden for international students. However, it is quite possible that most have already learned English to some extent through secondary and tertiary education. Therefore, instruction and research supervision of this program is conducted entirely in English. Without the presence of the language barrier, this program is more accessible and thus attractive to international students wishing to study in Japan.

(4) The program will contribute to the internationalization of post-graduate education in Japan, as well as serve to strengthen the nation's competitiveness in the international arena.

3. Characteristics

This program focuses broadly on innovation from the perspectives of management strategy, technology strategy, marketing strategy, human resource strategy, and the creation of new markets. The objective is to develop from an innovation and technology management perspective, innovative international human resources who possess analytic ability, imagination and practical skills.

In order to achieve the above objective, students will be taught both general and systematic management knowledge and skills. Case studies of innovation in Asian companies that host a diverse mix of cultures and values will be actively utilized based on a standard Western MOT (Management of Technology) knowledge basis model. This will be part of an academic structure that will instill students with both theoretical and practical knowledge in innovation and technology management. Graduates will be equipped to creatively confront the various complex management issues facing companies in the Asia Pacific region.

4. Program Language

All lectures and research supervision will be conducted in English. In addition, several English-speaking staff are available to help students with everyday matters such as program registration and student life concerns. Our campus provides a comfortable and secure atmosphere for all students, including those students who can not speak Japanese.

5. Potential Career Paths

Upon completion of the program, students will have obtained general and systematic management knowledge and skills as well as specialist skills related to innovation and technology management. They can expect to find employment within private enterprises such as local manufacturers, retailing firms, financial institutions, and service industries. With these skills and knowledge also in demand in civil service and non-profit organizations, advancement to various organizations and industries outside of the private sector is also a possibility. The APU Career Office provides friendly employment guidance to international students; and every year some 300 famous Japanese companies hold information sessions and tests for employment on campus.

This will not only have a significant impact on the formation of human networks spanning across Japan and the various countries and regions of the world, but will also lead to developments in the field of international cooperation between Japan and the

numerous other nations of the Asia Pacific region. We will establish a support system for graduates of the program, actively utilizing the Alumni Association, the internet and other media to facilitate and maximize the effectiveness of human networks created by this program.

6. Selection Methods

Selection will be carried out by a document screening (admissions confirmation notice, undergraduate transcripts, English ability, recommendation letters and research achievements) and an interview in order to attract the best students from all countries and regions. For more details, please refer to the APU homepage.

1. Subjects

The MBA is comprised of required subjects, major subjects and seminars.

Subjects	No. of Credits
Required (MBA core)	18
Elective (Major)	16
Seminars	8
Free Electives	6
Total	48

2. Courses Offered and Subject Categories

The MBA program is split into 5 specializations and students can choose subjects from the other categories.

Specialization	General Business Administration	Finance	International Business and Marketing	Innovation and Technology Management	Comparative Institution Design ...
Required (18 cr.)	Quantitative Analysis and Statistics, Managerial Economics, Strategic Management, Leadership and Organizational Behavior, Financial Accounting, Managerial Accounting, Finance, Marketing				
Electives (includes 6 credits of Free Electives) (22 cr.)	International Political Economy, Business Law and Ethics, Human Resource Management, Negotiation and Presentation	Corporate Finance, Financial Engineering and Risk Management, Financial Institutions and Markets, Financial Management, Investment and Security Analysis, Financial Accounting and Reporting, Managerial Accounting	International Management, Management in Asia and Japan, Marketing Strategy, Marketing Research, Product Development Strategy	Product Management, IT Management, Supply Chain Management, Strategy of Technology, Entrepreneurship and New Business	History of Economic and Managerial Development in Japan, National Innovation Systems, Development Economics, Project Management, Technology Development, Comparative Development in the Asia Pacific Sustainable Development Studies, Special Lecture
Seminars (8 cr.)	Management Seminar I, Management Seminar II, Independent Final Report, Master's Thesis, Independent Field Study				

*Notice: Please be aware that changes to the curriculum are possible.