PRESIDENT’S MESSAGE



Dear AAPBS Members

The 2019 Academic Conference, which was held at APU from May 13th to 15th, Beppu, finished successfully. We tried two new approaches for sessions in the program. One was a mini jam session and the other a company visit. These were new ways of exchanging ideas about business and management. It remains to be seen, however, whether those pedagogy was efficient or inefficient as a method of activating sessions in a conference or meeting. In this newsletter, I would like to focus on this pedagogical topic from the viewpoint of business education.

A lot of business and management schools all over the world have started to think about how they should educate their students. I understand the sources of their education always lied on the business world, but I am afraid you cannot find proper sources for the pedagogy of education. In this case, there are no clues you find in the practical world any more. It is responsible for business schools to attain something efficient from their own research and consideration.

What comes to my mind first and foremost is the curriculum for business education should be more or less interdisciplinary, because the problems and issues you can find in your daily business activities cannot be solved only through a single approach and perspective. The students

who want to study real business must understand the fact that a disciplinary approach will not take you anywhere. Some business schools have launched a cap stone program in which students analyze a company from various perspectives, like organizations, HR management, strategies, marketing, production, accounting and marketing.

Second, gaining knowledge and skill from class work is not bad, but experiencing is a better methodology without doubt for business education. Business education must be useful for actual business activities in the real business scene. For this, project-based learning and internship training have drawn much attention.

Third, education for enhancing critical thinking, communication ability, data analysis, multicultural ability will become crucial, now that leadership, team building, ethical behavior and global environment are getting important. What is required in that context is more like competence not hard skill sets and knowledge any more.

In any conferences, meetings and business education seminars, people have started talking about pedagogy for business education here and there. Some have launched new methodologies, though there is news that some way has become efficient. However, each school should experiment their own ways. Let’s exchange those success and failure cases in the field of our academic conferences and annual meetings.

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