

HBMS Summary

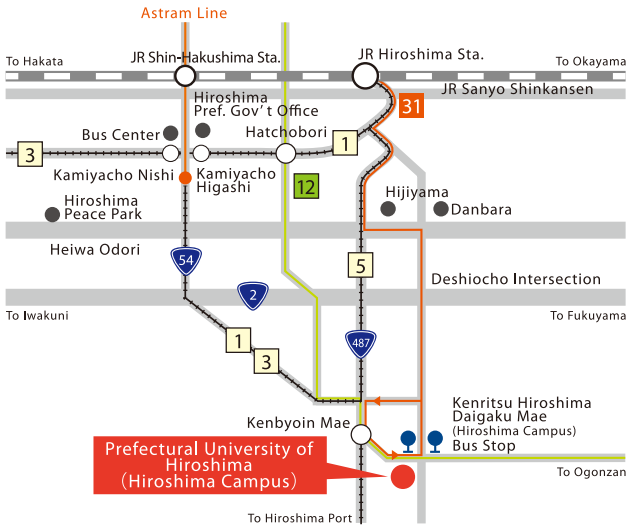
Department and Major	Graduate School of Business Administration Program for Leadership Development
Degree	Master of Business Administration (MBA)
Capacity	25 students
Term of Study	2 years
Number of Courses	35 courses (starting from 2018)
Course Hours	Weekdays : 6:30 PM-9:30 PM (2 classes) Saturday : 9:00 AM-7:30 PM (6 classes)
Credits Required for Completion	34 Credits (Master's thesis not required)
Date of Entrance Examination (Secondary Screening)	First Application Period: End of November Second Application Period / Corporate Recommendation : Mid-February
Admission Fees and Tuition	【Enrollment Fee】 Approximately 280,000 JPY 【Tuition Fee】 535,800 JPY per annum



HIROSHIMA
BUSINESS AND
MANAGEMENT
SCHOOL

MBA Master of Business Administration

ACCESS



From Tokyo (Haneda or Narita Airport) to JR Hiroshima Station

From Haneda or Narita Airport, fly to Hiroshima Airport. Then ride the Limousine Bus to JR Hiroshima Station.

From Osaka (Kansai International Airport) to JR Hiroshima Airport

From JR Kansai-airport Station, take the train to JR Shin-Osaka Station. Transfer to the Shinkansen to JR Hiroshima Station.

From Fukuoka (Fukuoka Airport) to JR Hiroshima Station

From Fukuokakuko (Airport) Station, take the Fukuoka City Subway to JR Hakata Station. Transfer to the Shinkansen to JR Hiroshima Station.

From JR Hiroshima Station to the Prefectural University of Hiroshima

By Bus Take Hiroshima Bus #31 (Midori-machi) to Kenritsu Hiroshima Daigaku-mae (Hiroshima Campus). 1 minute walk.

By Streetcar Take line 5 bound for Hiroshima Port (Ujina) to Kenbyoin-mae. 7 minutes walk.

[Contact]
Prefectural University of Hiroshima
Phone : +81-82-251-9726 E-MAIL : mba-office@pu-hiroshima.ac.jp



HIROSHIMA
BUSINESS AND
MANAGEMENT
SCHOOL

HBMS

<http://mba.pu-hiroshima.ac.jp>





Expand your vision, Change the future.



At Hiroshima Business and Management School (HBMS), the MBA program is for the next generation leaders in the future business management. Not only the basic business knowledge, but also advanced expertise and outstanding practical skills will be acquired from our unique program. Two years of education which you receive at HBMS, will expand your vision, network and possibilities. You will enjoy changes in yourself that you have never imagined, which will lead to the innovation in organizations, communities, and all around the world.



Dean **Yoshinori Yokoyama**

We are standing at the gateway to a brand new era, in which we need new challenges in the global environment.

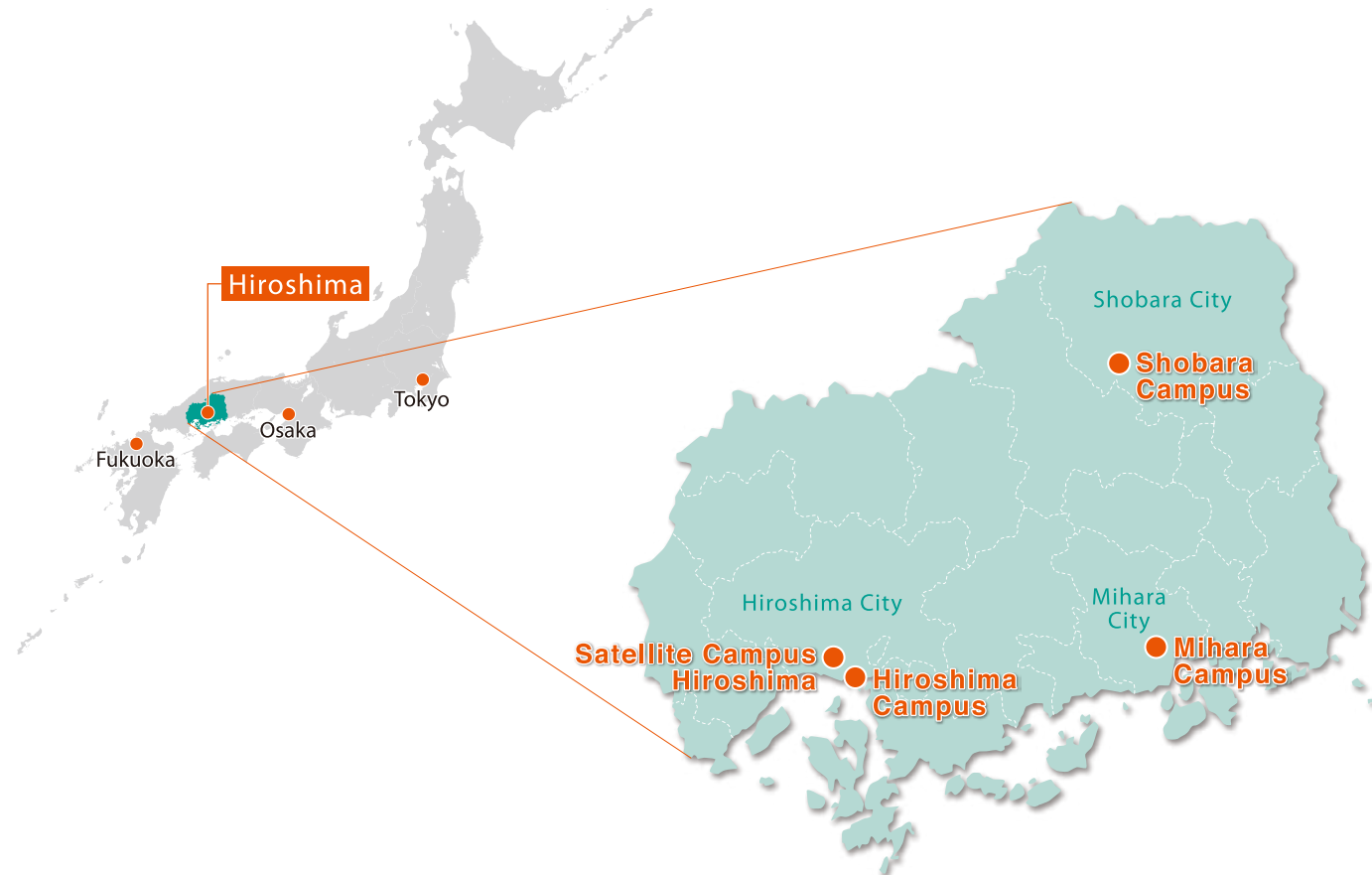
At HBMS, we are seeking to build a new form of business and management systems that can respond to the advent of the new age. Integrating divided disciplines and promoting multi-disciplinary collaboration, we seek to offer multi-faced programs to foster human resources who will help create new global commons, in addition to the conventional local commons that have provided residents with the basis for their livelihood.

Head of the Business
Leadership Major **Cats Edo**

To adopt to the environmental changes in recent years, there is a need to shift from the conventional "individual value" and "organizational value" to "shared value of the region and society (commons value)." To achieve this goal, we must move away from ideas of binaries and trade-offs, such as "Japan and the world" in global society, "rural and urban" in regional revitalization, and "winners and losers" created through marketing competition. HBMS provides programs for students from various fields, aiming to cultivate leaders who can pursue the conceptual innovation for the new values.



Location of Hiroshima



Industries in Hiroshima

Oysters



Lemons (No. 1 production in Japan)



Automobiles (MAZDA)



Courtesy of the Mazda Motor Corporation

Shipbuilding



Tourism -Hiroshima-Peace Memorial Park



-Miyajima-Itsukushima Shrine



Prefectural University of Hiroshima

Our goal is to expand and change the economy and society through the creative education and excellent research activities.

● Hiroshima Campus



Faculty of Human Culture and Science

- Department of Intercultural Studies (Max. no. of students: 85)
- Department of Health Science (Max. no. of students: 35)

Faculty of Management and Information Systems

- Department of Management (Max. no. of students: 60)
- Department of Management Information Systems (Max. no. of students: 40)

Comprehensive Scientific Research (Graduate school)

- Program in Human Culture and Science (Master's program: Max. no. of students: 10)
- Program in Information and Management Systems (Master's program: Max. no. of students: 10)

Hiroshima Business and Management School (Professional graduate school)

- Program for Leadership Development (Master's program, Max. no. of students: 25)



● Shobara Campus



Faculty of Life and Environmental Sciences

- Department of Life Sciences (Max. no. of students: 110)
- Department of Environmental Sciences (Max. no. of students: 55)

Comprehensive Scientific Research (Graduate school)

- Program in Biological System Sciences (Doctoral program (first term), Max. no. of students: 30) (Doctoral program (second term), Max. no. of students: 5)

● Mihara Campus



Faculty of Health and Welfare

- Department of Nursing (Max. no. of students: 60)
- Department of Physical Therapy (Max. no. of students: 30)
- Department of Occupational Therapy (Max. no. of students: 30)
- Department of Communication Sciences and Disorders (Max. no. of students: 30)
- Department of Human Welfare (Max. no. of students: 40)

Graduate Program in Midwifery

Comprehensive Scientific Research (Graduate school)

- Program in Biological System Sciences (Doctoral program (first term), Max. no. of students: 30) (Doctoral program (second term), Max. no. of students: 5)

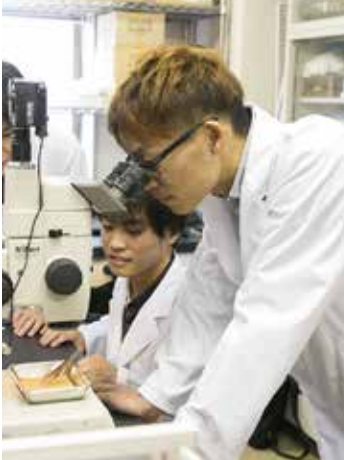
● Satellite Campus Hiroshima



This campus is located in the center of Hiroshima City to enable working adults and students to attend public symposiums and seminars held by the Prefectural University of Hiroshima.

Research at Prefectural University of Hiroshima (PUH)

Our research capability is proven by the number of proposals adopted for Grants-in-Aid for Scientific Research by the Ministry of Education, Culture, Sports, Science and Technology (MEXT).



Adoption for Grants-in-Aid for Scientific Research from MEXT

In the academic year of 2018, 83 proposals were adopted. PUH has remained on the top for 11 years in a row among the 27 public universities in the Western area of Japan (Chugoku, Shikoku, Kyushu and Okinawa areas). Across the three campus, PUH pursues advances in the field of natural sciences and humanities.

Ranking of Adopted Proposals in 27 Universities

	University	Adopted proposals
1	Prefectural University of Hiroshima (PUH)	83
2	Kochi University of Technology	71
3	The University of Kitakyushu	70
4	Kyushu Dental University	70
5	University of Kochi	69
6	Hiroshima City University	68
7	Okayama Prefectural University	65
8	Prefectural University of Kumamoto	42
9	Fukuoka Prefectural University	34
10	Yamaguchi Prefectural University	32

(Note) Based on materials released by MEXT.

High-Priority Research Projects Aided by PUH

PUH plays a role as a hub of knowledge in order to spread activities as well as to contribute to solving regional issues and to promote local-based industries.



Community Service at Prefectural University of Hiroshima (PUH)

Our mission is to be a "highly trusted university rooted in Hiroshima". PUH is proactively engaged in community service activities through systematic and comprehensive education .

History of Lemon Research



At PUH, we continue to perform research on lemons as a high-priority research project and collaborative studies. We also engage holding a symposium on lemons and having students in the Department of Health Science create lemon recipes.

[Example outcomes in the "high-priority" research project]

2011 to 2012	"Analysis of components and functions of lemons grown in Hiroshima Prefecture and research on their effect on health"
2013	"Proposal for cooking and processing methods for lemons grown in Hiroshima Prefecture with a focus on functionality"
2013 to 2014	"Research on the actions and effects of functional components included in lemons grown in Hiroshima Prefecture"
2016	"Health creation project using lemons grown in Hiroshima Prefecture"
2017	"Verification of applying unused lemon skins and fruit skin components in the field of oral care"

Promoting Student Volunteer Projects in the Community

PUH promotes student volunteer projects in the community to nurture their ability to think independently and act towards solving problems.

[Example]

Creating recipes using local ingredients

Students of Human Culture and Science, Department of Health Science and local town collaborated to create recipes using black sea bream of Etajima. The recipes, collected in a booklet, were handed out by students of Management Information Systems Department in the Etajima Oyster Festival.



Developing natural bath salts using regional plants

Students of Life and Environmental Sciences, Department of Life Sciences are working on development of bath salts using unused plant resources in Sakugi town, Miyoshi City. Testing has started at a bathing facility in Sakugi town in April 2018.



Supporting and participating in the Sagishima triathlon

Students of Health and Welfare, Department of Physical Therapy contributed to "Sagishima Triathlon" held in Mihara City as participants and also for event managements.



New Values and Prospectives



Lecture Room



Study Room



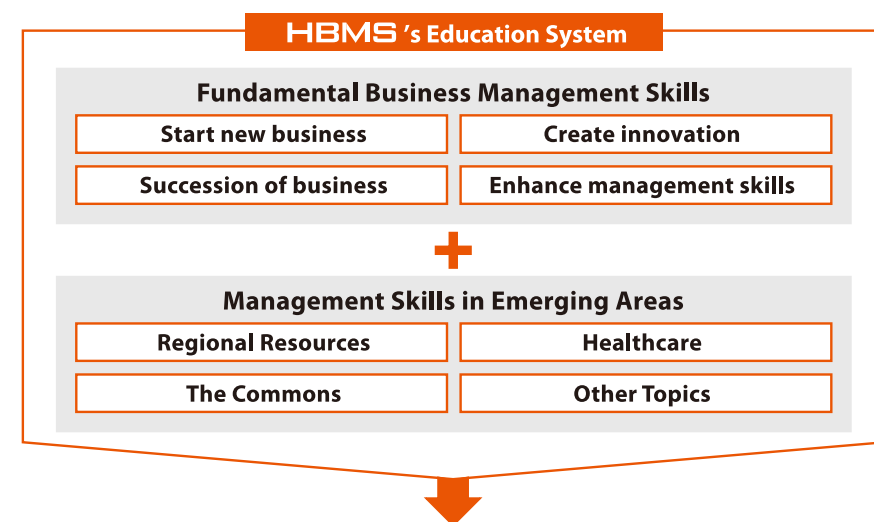
MBA Library



Student Salon

Mission Statement

HBMS focuses on training the next-generation business leaders in Hiroshima, and around the world by fostering fundamental business management skills to respond to the needs of business people and by developing management skills in emerging areas to respond to the drastic change in society.



Educating the next-generation business leaders to manage diversity and shared values

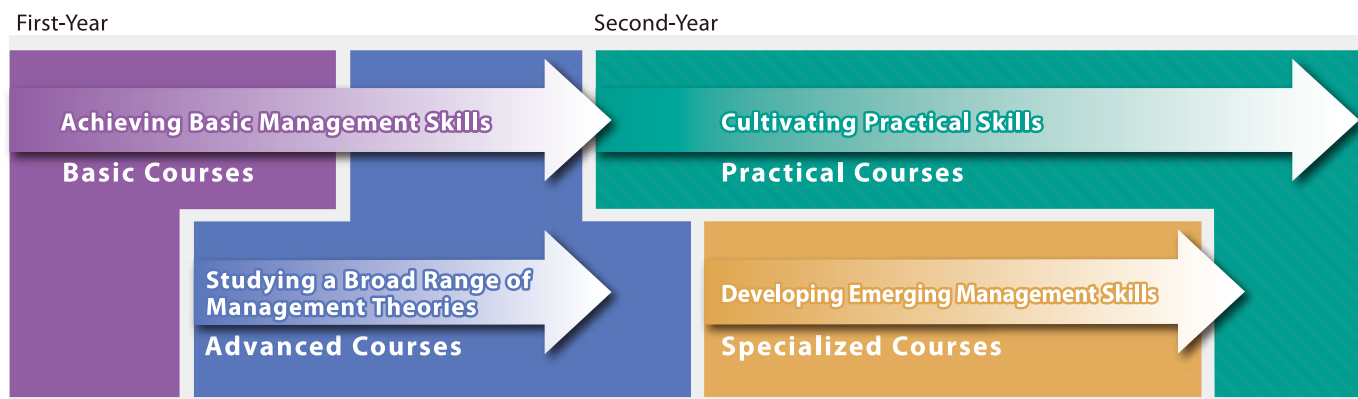
Admission Policy

In this program, we look for students aiming to become business leaders, who will create innovation which is essential for maintaining and developing a sustainable, economic society. All students are required to;

- Heighten their knowledge and practical skills of management to create a new business
- Create innovation and spread their ideas from Hiroshima to the world
- Make independent plans and exert their leadership for the benefit of society
- Improve their communication skills to build a broad social network
- Learn management with high intentions to expand their possibilities in life

Curriculum Structure and Features

Two-Year Education System



Course List Four different course categories have been established to develop practical education. ※ All courses are of 2-credit hours ◆ compulsory courses

Basic Courses (10 Courses)

Basic courses such as Strategic Management, Marketing, and Human Resource Management etc. are taught. Lectures as well as frequent discussions will be provided in order to learn useful business skills.

◆ Advanced Management in the Contemporary Society	◆ Accounting	◆ Marketing	◆ Finance	Business Statistics
Strategic Management for Venture Business	◆ Organization and Human Resource Management	◆ Law and Ethics of Management	◆ Strategic Management	Diversified Values and Facilitation

Advanced Courses (9 Courses)

Courses aim at deepening basic understanding, and enhancing abilities in order to successfully realize the start of new businesses, the creation of innovation, the succession and development of businesses, and the enhancement of management skills. The introduction of frequent group work allows for the application of insights from different perspectives and points of view.

Marketing Research	Finance for Small Businesses	Innovation Strategies	Diversity and Human Resource Management	Governance of Organizations
Social System Design Strategies	Supply Chain Management	Production Management	Business Succession Management	

Specialized Courses (14 Courses)

There are three new fields: Resource Management, Healthcare Management, and Commons Management. In addition, an ad-hoc Special Theme has been established to keep up with the speed of consecutive social changes, including diversity not only for an individual company, but also for communities to cultivate management skills.

Regional Resource Management	Sustainable Natural Resource Management	Creation of Environmental Businesses in Asia	Local Brand Strategies and Design Management			
Healthcare Management	Health and Social Care System Management	Health and Social Care Management	Health and Social Care Innovation			
Commons Management	Social Innovation	Principles and Practice of an Inclusive Society	Regional Management and Social Consensus Formation			
Special Theme	Special Research A e.g. Global Business Management	Special Research B e.g. Business Creation of Social IoT	Special Research C e.g. Risk Management	Special Research D e.g. Food System Marketing	Special Research E e.g. Service Management	

Practical Courses (2 Courses)

We enhance embodiment and accomplishment, which are key abilities of creating a new business. Feasibility studies of the business plans are verified through field work with the cooperation and collaboration of local companies and institutions.

◆ Project Research 1	◆ Project Research 2
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※ This information is current as of the end of June 2018, but is subject to change in the future.

Classes in HBMS

Basic Courses

Advanced Management in the Contemporary Society

This is an omnibus-style class about advanced management in the contemporary society taught by all HBMS professors. Primarily through lectures, students learn the fundamental concepts of advanced management and the latest knowledge in the four pillars of the curriculum provided in this program, namely, regional resources, healthcare, commons, and special themes.

Advanced Courses

Finance for Small Businesses

While corporate finance applies to "large companies," this course applies to finances for small and medium enterprises and venture companies. In this class, students learn about the two general fields of "small and medium enterprise finance" and "entrepreneur finance" while also including presentations.

Diversity and Human Resource Management

Globalization is advancing in a way that affects regional companies and small and medium enterprises. This class handles human resources management in international management as "diversity management". It includes logical and empirical considerations of (1) logic in international management, (2) an outline of international human resources management, and (3) methods for managing diverse human resources.

Specialized Courses

Creation of Environmental Businesses in Asia

The emerging nations and regions in Asia include China, India, the four major ASEAN nations, Korea, and Taiwan. While they each have different growth rates, they have been gaining attention for high growth rates above even those of developed nations. Through specific examples, students learn about the practice of how these nations and regions overcome their respective issues through Japanese-style industrial design and management and about the hidden potential to lead the world economy, analyzing various trends.

Healthcare Management

The main focuses of external environmental analysis for medical and care-giving businesses are government systems and policies. Here, students will learn through the theory of system management. Also, this class will study methods of business management to apply to medical and care-giving businesses. Students then acquire knowledge of the latest system reforms and business trends through innovation theories.

Regional Management and Social Consensus Formation

Various players including corporations, citizens, and NPOs now participate in regional management. Many are searching for ideal social consensus formation that utilizes the knowledge of participants with different perspectives and values in solving the regional issues. In this class, students learn theories about "social consensus formation," essential to modern regional management. They will achieve the ability to plan and manage social consensus formation projects by themselves.

Class Schedules and Learning Environment

The Quarter System provides a high-quality learning environment suitable for students with career experience.

- Lectures are for two periods from 6:30 p.m. to 9:30 p.m. on weekdays and six periods from 9:00 a.m. to 7:30 p.m. on Saturdays.
- One class unit consists of two consecutive periods (90 min. x 2).
- Our curriculum is based on the Quarter System. One course is completed in eight weeks (including examinations).
- We offer intensive courses during weekends in Summer and Spring.