



Working together with the world's top schools—business school networking has begun

Developing global-level business leaders

In 2013 the Hitotsubashi University Graduate School of International Corporate Strategy (Hitotsubashi ICS) took a new step forward. The Global Network for Advanced Management (GNAM) linking 27 of the world's business schools got under way at last.

Proposed originally by the Yale School of Management, the program was joined early on by Hitotsubashi ICS, which as a member of the steering committee participates in various activities including the twice-annual international meetings and the Global Network Week discussed below.

Behind the birth of GNAM is the changing business environment as globalization proceeds. The need has arisen for business schools throughout the world to cooperate across political and economic boundaries by taking advantage of networks. Products and information cross national borders at high speed as companies and organizations ranging from multinational corporations to NGOs conduct activities in more than 100 countries and regions. At the same time each country or region continues to have its own particular issues, such as the legal system governing the economy, cultural preferences, or initiatives toward diversity; and these have no small impact on corporate activities.

For corporations to succeed in this growingly complex

environment, it is essential to foster business leaders who fully understand the movements of markets and organizations, who can obtain a concrete grasp of things from a global viewpoint, and who can act flexibly. Developing such leaders in a dynamic and speedy fashion is no longer something that can be accomplished adequately by bilateral exchanges; it takes a network linking many schools. "I believe GNAM is the first innovative initiative in the world directly tied to the education of next-generation business leaders able to meet these strong demands by the global business world." (Kazuo Ichijo, Hitotsubashi ICS Dean)

The world is connected by the common language of global business

GNAM participation being in principle limited to one school from each country, Hitotsubashi ICS is the only member from Japan. The 27 member schools are listed below; it would not be going too far to say they are all highly acclaimed internationally as among the top business schools in each country. We can be immensely proud that Hitotsubashi ICS was globally recognized as a representative of Japan's business schools.

It is worth noting that along with business schools from economic powerhouses like the USA, Japan and China, as well as from the developed countries of Europe, the membership includes business schools from newly emerging countries in Africa, the Middle East, Latin

List of GNAM member schools (alphabetical order; as of May 2014)

- Asian Institute of Management (The Philippines)
- EGADE Business School, Tecnológico de Monterrey (Mexico)
- ESMT European School of Management and Technology (Germany)
- FGV Escola de Administração de Empresas de São Paulo (Brazil)
- Fudan University School of Management (China)
- HEC Paris (France)
- Hitotsubashi University Graduate School of International Corporate Strategy (Japan)
- Hong Kong University of Science and Technology Business School (China)
- IE Business School (Spain)
- IMD (Switzerland)
- INCAE Business School (Costa Rica, Nicaragua)
- Indian Institute of Management Bangalore (India)
- INSEAD (France, Singapore)
- Koç University Graduate School of Business (Turkey)
- Lagos Business School, Pan-Atlantic University (Nigeria)
- London School of Economics and Political Science, Department of Management (United Kingdom)
- National University of Singapore Business School (Singapore)
- Pontificia Universidad Católica De Chile School of Business (Chile)



- Renmin University of China School of Business (China)
- Sauder School of Business, University of British Columbia (Canada)
- Seoul National University Business School (South Korea)
- Technion-Israel Institute of Technology (Israel)
- UCD Michael Smurfit Graduate Business School (Ireland)
- University of Cape Town Graduate School of Business (South Africa)
- University of Ghana Business School (Ghana)
- University of Indonesia Faculty of Economics (Indonesia)
- Yale School of Management (USA)

America and elsewhere. It is hugely significant for students from GNAM member schools, with their diverse economic, cultural and social backgrounds, to be carrying on discussions using English and MBA methods as their common language while deepening their understanding; and global businesses have been quick to start paying attention to the results.

The growing importance of “Innovation × Globalization: Japan Style” as the world comes into view

One of the novel initiatives of GNAM is Global Network Week. During this time, students from GNAM member business schools take part in an intensive course during the same week. Students themselves choose a course dealing with a theme that interests them, and can travel to the GNAM member school offering that course.

The Tokyo Program hosted by Hitotsubashi ICS during the Global Network Week in March 2014 was called “Innovation × Globalization: Japan Style” and focused on leading-edge and original initiatives by Japanese corporations and markets, using “innovation” as a key concept. Specific themes included “Honda, continuing to evolve and pursue the joys and dreams of mobility, from Asimo to the Honda Jet”; “GE’s healthcare business in Japan”; “Coca-Cola’s development center in Japan, second largest in the world”; “The global strategy being played out by Uniqlo”; and, on a theme drawing worldwide interest, “Fuji Television Network & Fuji Creative Corporation, representing ‘Cool Japan.’” The richly varied program, including company visits and discussions with corporate executives, attracted the interest of students, with 41 people from 12 schools attending (of which 28 were from 8 partner schools and 13 from Hitotsubashi ICS). That made it the third most popular course of those offered during that spring’s Global Network Week, reaffirming the significance of Japan as a global business player.

One factor behind the success of the Hitotsubashi ICS Global Network Week program, alongside the contents, was the excellence of the whole operation. An outstanding staff is essential to ensure that all goes smoothly for the students taking part by arranging and confirming everything from company visits and appointments with management to travel plans.

“The Hitotsubashi ICS team is a very powerful team supporting the business school. I believe they can hold up their heads proudly before the world.” (Dean Kazuo Ichijo)

Meanwhile, Global Network Week also saw 37 students from Hitotsubashi ICS take part in programs at nine schools in various parts of the world.

Global education: advancing and growing through networking

Today GNAM is thinking about a new venture: introducing web-based learning using the Internet, called Small Network Online Courses (SNOC). The idea is to greatly expand learning opportunities and outcomes by creating a means for students to take courses over the Internet offered by 27 of the world’s business schools. GNAM plans to flesh out the idea while seeing how much can be done with SNOC. Further in the future, GNAM expects to look into the introduction of a double-degree program as well.

“GNAM has only just started. As a member of the steering committee, Hitotsubashi ICS will be making our views known actively and working to make it into an even better program. Hitotsubashi ICS was also chosen unanimously to host next year’s international meeting.” (Dean Kazuo Ichijo)

The raising of the Hitotsubashi ICS profile and significance in the world will be equally beneficial for Hitotsubashi University itself.

Participants in Global Network Week (2014)

- EGADE Business School, Tecnológico de Monterrey (Mexico)
- FGV Escola de Administração de Empresas de São Paulo (Brazil)
- Hitotsubashi University Graduate School of International Corporate Strategy (Japan)
- IE Business School (Spain)
- INCAE Business School (Costa Rica, Nicaragua)
- Koç University Graduate School of Business (Turkey)
- Pontificia Universidad Católica De Chile School of Business (Chile)
- Renmin University of China School of Business & Fudan University School of Management (China)
- Seoul National University Business School (South Korea)
- Technion-Israel Institute of Technology (Israel)
- Yale School of Management (USA)

Program hosted by Hitotsubashi ICS at Global Network Week (2014)

Topic	Innovation × Globalization: Japan Style
Description	The Tokyo Program hosted by Hitotsubashi ICS is designed (1) to introduce students from GNAM partner schools to various approaches to innovation management (Knowledge Management, Service Management, and Creativity Management), and (2) to help you see unique innovation opportunities and challenges facing Japanese businesses through direct exposure to a variety of corporate practices, consumption behaviors, and market phenomena in Tokyo and Japan.

