

Global HR Forum 2023
November 1, 2023, Seoul, Korea

Plenary Session 3: Glocal University as First-Mover for Regional Innovation



APU, a Preeminent International University: Commitment to Community Revitalization
Ritsumeikan Asia Pacific University (APU), Japan
Vice President, YONEYAMA Hiroshi

Kyoto

- The Ritsumeikan Trust
- Ritsumeikan University (Suzaku Campus)
- Ritsumeikan University (Kinugasa Campus)
- Ritsumeikan Senior High School
- Ritsumeikan Junior High School
- Ritsumeikan Uji Senior High School
- Ritsumeikan Uji Junior High School
- Ritsumeikan Primary School

Hokkaido

- Ritsumeikan Keisho Junior High School
- Ritsumeikan Keisho Senior High School

Shiga

- Ritsumeikan University (Biwako-Kusatsu Campus)
- Ritsumeikan Moriyama Senior High School
- Ritsumeikan Moriyama Junior High School

Tokyo

Osaka

- Ritsumeikan University (Osaka Ibaraki Campus)

Oita

- Ritsumeikan Asia Pacific University

Established in the Year 2000
through a Large-scale Public-Private Partnership
The 21st Century is the Era of the Asia-Pacific

A sense of mission beyond regional
development in the current era

Oita Prefecture

Beppu City

Developing international human
resources for the Asia Pacific

The Ritsumeikan Trust

September 1995: Announcement of the tripartite establishment plan



Towards an unprecedented and genuine establishment of
an international university

The Fundamental Concept of Blended Education

Three
50
s

International Student Ratio 50%

Countries & Regions 50+

International Faculty Ratio 50%

Creating an educational environment on a multicultural campus
where students truly thrive and grow in a multicultural environment

1995

Sept.

Oita Prefecture, Beppu City, and Ritsumeikan announce their intent to establish APU

Oct.

APU Preparatory Committee established

1996

May

Advisory Committee officially established

Oct.

The name "Ritsumeikan Asia Pacific University" finalized



立命館アジア太平洋大学 設置基本協定調印式

1997

Apr.

Oita Prefecture, Beppu City, and Ritsumeikan sign a basic agreement for establishing APU

Oct.

Construction preparation begins

Dec.

Beppu/Oita APU Office established

1998

Aug.

Campus ground breaking ceremony

Sept.

Approval process with MEXT for the establishment of APU



1999

Dec.

MEXT approves establishment of APU

2000

Apr.

APU officially opens
First Entrance Ceremony held



Out of the total project cost of 29.7 billion yen, Oita Prefecture provided a subsidy of **15 billion yen**, and Beppu City contributed a subsidy of **4.2 billion yen** along with the free transfer of university land (approximately 42 hectares of city-owned land)




Beppu City (Oita Prefecture)

- **Population:** 112,849 (as of August 31, 2023)
- **Industry:** Tertiary Industry (Hospitality Industry, Retail Industry)
*Popular Tourist Destination (Hot Springs)
- **Sister City:** 木浦市(목포시) Mokpo City

APU's Philosophy & Mission

Declaration on the Occasion of the Opening of APU



Freedom,
peace
and humanity

International
mutual
understanding

The future
shape of the
Asia Pacific region

Since the beginning of human history, human beings have attempted to create their own distinctive cultures and develop civilizations in the various regions of the world. They have also had to overcome many constraints and obstacles in order to achieve their goal of living in conditions of freedom, peace and humanity.

The twentieth century was an era of rapid progress and unprecedented advance in the political, economical and cultural fields, as human activity increasingly took place on a global scale. Through the experience of the two World Wars, the United Nations and other international organizations were formed to enhance cooperation in order to maintain peace and to promote international understanding.

Given that the 21st century will see the emergence of a global society, we firmly believe that coexistence between mankind and nature, as well as between diverse cultures, will be indispensable for the peaceful and sustainable development of the Asia Pacific region. This is why we are now establishing a university here, to nurture the young talent and to create a new academic discipline which will help shape the region's future.

April 1, 2000 therefore marked the birth of the Ritsumeikan Asia Pacific University, based on a vision of freedom, peace and humanity, international mutual understanding, and the future shape of the Asia Pacific region. The establishment of the University at Jumonjibaru, in Beppu City, has been made possible through the cooperation of the people of Beppu and Oita Prefecture, together with many others both within and outside Japan.

Our hope is that it will be a place where the young future leaders from countries and regions throughout the world will come to study together, live together, and understand each other's cultures and ways of life, in pursuit of goals which are common to all mankind.

The Ritsumeikan Asia Pacific University is hereby declared open.

April 1, 2000

The APU 2030 Vision

APU Graduates possess the power to change our world.

In our global society of many different cultures and values, conflict and friction are bound to occur. APU strives to cultivate global citizens who will build a peaceful world by understanding and accepting cultural and historical differences. Fostering graduates with these abilities is at the core of APU's ideals of Freedom, Peace, and Humanity; International Mutual Understanding; and the Future Shape of the Asia Pacific Region. APU Graduates will pursue freedom and peace with a deep respect for human dignity. By acting for the sake of both individuals and society, they can change the world.

► Individuals who can change the world

Cooperate and overcome conflict through dialog for the benefit of society.

Tolerate cultural differences and unfamiliar challenges.

Create new values incorporating diverse perspectives and ideas.

Envision their own goals and continue to grow as lifelong learners.

► To cultivate such individuals, APU will

Further utilize its preeminently multicultural campus to immerse students in a Global Learning Community that provides them with opportunities to grow. Create a new Global Learning standard by pursuing internationally compatible education and research. Strengthen ties with its invaluable stakeholders, from the local community to alumni around the world, working together to design the University and its educational programs.

Individuals who experience APU's
unparalleled Global Learning Community
will develop the power to change the world.

APU by the Numbers

5,976

Student Body

107

Countries & Regions

47%

International
Student Ratio

46.7%

International
Faculty Ratio

98%

English-Japanese
Classes

486

International
Partner universities

97.3%

Job placement

APU's Multifaceted Network

Partnerships with educational institutes and local governments
Diverse support from economic, cultural and world leaders

Economic & Cultural Sectors

Advisory Committee

288 Members

Support for scholarships, recruitment and internship opportunities from Japanese business leaders, world heads of state, ambassadors, and more.

Academic Advisors

65 Members

Educational and research support from Nobel Prize winners, domestic and international researchers and education specialists.

Supporting Group

236 Businesses and individuals

Scholarships for international Students at time of APU's establishment and more.

Local Governments

▶ APU has entered into friendship exchange agreements with 25 municipalities in Oita Prefecture and throughout Japan:

Extra-Prefectural Partnership Cities

Iida City (Nagano Prefecture), Kesennuma City (Miyagi Prefecture), Fukuoka City (Fukuoka Prefecture), Arita Town (Saga Prefecture), Miyama City (Fukuoka Prefecture), and Ikata Town (Ehime Prefecture)



Educational & Research Institutes

Partnerships with overseas universities and research institutions:

486

Undergraduate Colleges & Graduate Schools

Undergraduate

APS

College of Asia Pacific Studies

Intake: 510 students

Culture, Society, and Media

Global Economy

International Relations

ST

College of Sustainability and Tourism

Intake: 350 students

Environmental Studies

Regional Development

Tourism Studies

Resource Management

Social Entrepreneurship

Hospitality Operation



International Development

Data Science & Information System

Tourism Industry Operations

APM

College of International Management

Intake: 610 students

Strategic Management and Leadership

Marketing

Accounting and Finance

Entrepreneurship and
Operations Management

Undergraduate

Graduate

GSA

Graduate School of Asia Pacific Studies

Master's Program in Asia Pacific Studies Intake : 30

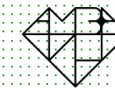
Master's Program in International Cooperation Policy Intake : 90

Doctoral Program Intake : 30

GSM

Graduate School of Management

Master's Program (MBA) Intake : 80



ASSOCIATION
OF
AMBA
ACCREDITED



Graduate

International Recognition



AACSB (The Association to Advance Collegiate Schools of Business) International Accreditation **<College of International Management / Graduate School of Management>**

- A globally recognized accrediting body for business education
- The integrated undergraduate and graduate program that allows degree acquisition solely through English instruction without requiring Japanese language proficiency at enrollment is a first in Japan.



UNWTO (The World Tourism Organization of the United Nations) TedQual (Tourism Education Quality) **<College of Sustainability and Tourism>**

- This certification program aims to improve the quality of tourism education, research, and training programs conducted by the UNWTO Academy, a subsidiary of the United Nations World Tourism Organization (UNWTO).
- The second institution in Japan and the first private university to be certified.



AMBA (Association of MBAs) **<Graduate School of Management>**

- AMBA, a globally recognized accreditation body based in the UK, offers a certification program for graduate-level management education.
- The second business school in Japan to receive this accreditation.

International Recognition



Times Higher Education (THE) Japan University Ranking 2023

- Ranked 4th among private universities nationwide.
- Ranked 1st among private universities in western Japan for six consecutive years.
- Overall ranking is 22nd in Japan. (There are about 800 universities in Japan.)
- In the ranking composed of four categories, ranked 1st in the "Internationality" category for two consecutive years.
- In the category of "Educational Quality," which significantly influences students' satisfaction with the university, APU ranked 3rd nationwide for three consecutive years.



QS World University Ranking

- Ranked 5th among private universities in Japan (800th -1,000th in the world)
(Unusual for a mid-sized educational university established in the 2000s with a short history.)

Education and Environment to Supports APU's Diversity & Inclusion

-English Instruction: Courses offered in both Japanese and English (Undergraduate) / English Only (Graduate)

-April & September Enrollment: Biannual Enrollment (+ Quarter System)

-Faculty Members with Overseas Degrees or Over a Year of Education/Research Abroad: 85.6%

-Overseas Partner Institutions for Exchange Programs: 182

-Extracurricular Activities: 140+ student clubs and organization, Business Case Competition, Model United Nations, SALC (Self-Access Learning Center) for language self-study, Multicultural Weeks

-Studying Outside of Class
Hours per day APU students spend studying outside of class (Class days)

- 5 hours or more: 3.2%
- 4-5 hours: 3.4%
- 3-4 hours: 8.8%
- 2-3 hours: 20.0%
- 1-2 hours: 32.7%

APU as a Hub for Global Learning:

-FIRST Program
(Korea/ Taiwan/Japan)
Experience Different Cultures

-SECOND Program
(Singapore/Malaysia/Thailand/Laos)

-Double Degree Programs
(US (APS)/France (APM)/Austria (ST))

-Field Study/Field Research Projects
"Heritage Tourism in Urban and Rural Landscapes" (Spain, Italy)
"Building Sustainable Local Development" (Nagano, Japan)
etc.



Under the Japanese government's internationalization policy for higher education, APU was been selected for the “Top Global University Project (2014)” (Type B).

In response to this, APU set out to achieve its goal of becoming a top Global Learning University in the world, establishing four "100%" targets: "100% of students living in on-campus dormitories upon enrollment“, "100% implementation of multicultural collaborative learning classes“, "100% of students gaining overseas experience during their student life“, and "students from 100 different countries“.

In the mid-term evaluation in 2021, APU received the highest rating of "S."

AP House (Living Learning Student Housing)

- **Student Housing:** 3 on-campus facilities (1,571 rooms) and 2 off-campus facilities (384 rooms)
- **Resident Assistant (RA) System**
- **Community Life Workshop**
Learning about AP House rules and manners, and participating in RA-led exchange activities such as kitchen duty and floor meetings in daily life.
- **MIX (Multiple In-dorm Extra-activities)**
AP House conducts interactive activities which cover a wide range of activities such as cooking, yoga, pilates, hiking, group fitness, meditation, and more for residents who wish to participate.
- **RA-organized Events**
RAs plan and organize various exchange activities, including floor events (30-40 participants), building events (100-200 participants), and house-wide events (open to all residents) throughout the year.
- **Global Citizenship Program**
Theoretical Learning (Cross Cultural Understanding, Assertive Communication, Conflict Management, Cross Cultural Team Building, Critical Thinking and Effective Framework)
Inspirational Learning (Finding role models and gain insights into their future careers from guest speakers including alumni.)
- **RE-MIX (REsident organized MIX)**
Residents themselves plan and organize events with a subsidy of up to 50,000 yen. This program aims to foster residents' initiative and leadership skills.
- **STEP (Student Total Enrichment Points)**
AP House residents who participate in these programs are awarded Student Total Enrichment Points (STEP)
(RA Building events: 2 / Floor meeting, Community Life Workshop: 1 / Theoretical Learning: 4 / Empirical Learning (Off Campus Study): 2 / Inspirational Learning: 1 / MIX: 1 / RE-MIX: Core member (Maximize number 3): 5 / RE-MIX Organizer: 3 / RE-MIX participants: 1)

Active Alumni Around the World



- **Countries/regions represented since opening: 166**
- **Alumni Association Chapters: 37**
African Resource Centre, Australia, Bangladesh, Beijing/Tianjin, Cambodia, Dubai, Europe, Hanoi, Ho Chi Minh, Hong Kong, India, Indonesia, Korea, Latin America, Malaysia, Mongolia, Myanmar, New York, Pakistan, Philippines, Samoa, Shanghai, Singapore, Sri Lanka, Taiwan, Thailand, Tonga, Japan (Hokkaido, Kanto, Hokuriku, Chubu, Kansai, Chu-Shikoku, Fukuoka, Kumamoto, Oita, Okinawa)



APU's Local Impact

- **Number of international students per 100,000 residents**

1st Kyoto: 440.7 students per 100,000 residents

2nd Tokyo: 295.0 students per 100,000 residents

3rd Oita: 275.5 students per 100,000 residents (as of May 1, 2022)

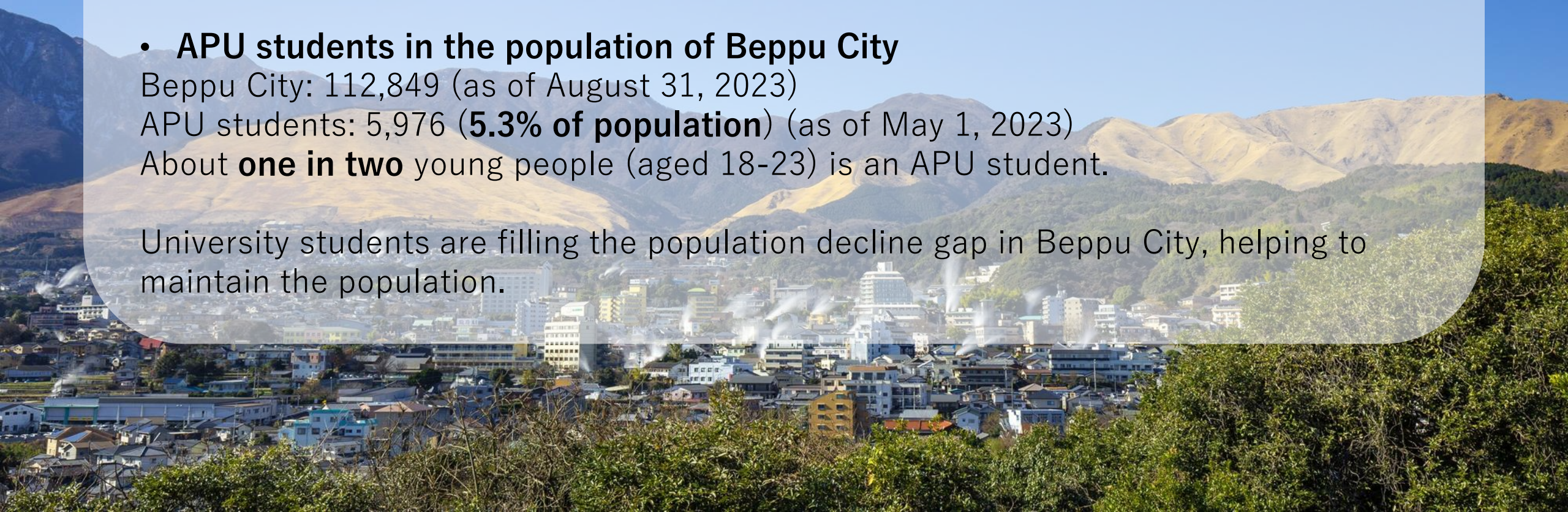
- **APU students in the population of Beppu City**

Beppu City: 112,849 (as of August 31, 2023)

APU students: 5,976 (**5.3% of population**) (as of May 1, 2023)

About **one in two** young people (aged 18-23) is an APU student.

University students are filling the population decline gap in Beppu City, helping to maintain the population.



APU's Local Impact

The economic impact of APU's expenditure on Oita Prefecture's economy is 211 billion yen annually.

The total expenditure within Beppu City amounts to 120.9 billion yen yearly, including 68.4 billion yen from students, 18.8 billion yen from faculty and staff, 30.5 billion yen in direct university spending, 3.2 billion yen from visiting scholars, and 90.8 billion yen in other expenditures.

Mixed City Beppu

Every year, 1,000 students engage with the community, while 30,000 people visit APU's campus



Connecting with Beppu City - A Friendly Community



As you may already know, the evacuation centres in Beppu are all closed at 17:00 except Beppu Public Hall.

もう知っている方も多いかもしれませんが、別府市内の避難所は、17:00をもって、別府市公会堂以外閉鎖されたそうです。

避難所を変更します | べっぶ市の防災情報 | 別府市ウェブサイト |

(小中学校避難所) 浜脇中学校、北部中学校、中部中学校、鶴見台中学校、朝日中学校、石垣小学校、春木川小学校、山の手小学校、境川小学校、緑丘小学校、南立石小学校、青山中学校、鶴見小学校、大平山小学校、朝日小学校

CITY.BEPPU.OITA.JP

いいね! シェアする



Industry-Government-Academia Collaboration

APU and ORIX Real Estate Corporation signed the Agreement on Friendship and Exchange



The town of Hiji in Oita Prefecture and APU have formed the Industry-Government-Academia Collaboration Agreement



APU concludes a comprehensive agreement with Miyama City, Fukuoka Prefecture



JETRO and APU signed the Collaboration Promotion Agreement



APU works with Kyushu Economic Federation to develop collaborative projects



Global Management (Capstone)

Capstone: Engaging in solving actual corporate issues

The Global Management (Capstone) course is a required subject for fourth-year students in the College of International Management. This course welcomes staff from various companies who are involved at the forefront of corporate planning and marketing, to give presentations on their business and industry, and the students address the challenges faced by the firm.

Corporations that have collaborated with us

Kyushu Railway Company

Books Ogaki, Ltd.

JAL Information Technology Co.,
Ltd.

Oita Football Club Co.,Ltd.

Sony Corporation

Yanmar Holdings Co., Ltd.

Fuji Television Network, Inc.

Nihon Keiei Co., Ltd.

KOSÉ Corporation

Hitachi, Ltd.

IHI Logistics & Machinery
Corporation

Oita Prefectural Government

Fundokin Shoyu Co., Ltd.

ORIX Bank Corporation

International Students are the Ultimate Inbound Population

A grayscale photograph of a Japanese village. In the foreground, there are several traditional Japanese houses with tiled roofs. A wooden fence runs across the bottom of the frame. In the middle ground, there are more houses and some trees. In the background, a large, modern bridge with multiple arches spans a body of water. The bridge has a prominent central arch and several smaller arches on either side. The sky is clear and bright.

Short-term tourists are consumers, but medium-term stay international students can become key stakeholders in addition to consumers.

They create a "second home" overseas and contribute to industrial innovation in Japan.