

Waseda University's Global Strategy:

Rediscovery of "Asian" Nexus and Its Historical Development

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- 1. What's Waseda University?**
- 2. Waseda's Global Network**
- 3. Historical Development of Global Strategy and Rediscovery of "Asian" Nexus**



1. What's Waseda University?

- ◆ **Founded in 1882**
- ◆ **Most Prestigious Private University**
- ◆ **Second Largest University in Japan**

54,000 students

8 campuses

1,800 full time and

3,000 part-time faculties

750 administrators



✦ **Academic Organizations**

- ✦ 13 Undergraduate Schools
- ✦ 17 Graduate Schools and 5 Professional Schools
- ✦ 2 High Schools
- ✦ 3 Affiliate High Schools
- ✦ 2 Schools of Arts and Architecture



✦ **Extensive Alumni Network**

- ✦ Over 490,000 alumni around the world
- ✦ Excellent entrepreneurs creating prestigious firms such as Sony, Casio, etc.
- ✦ CEOs of first-class companies such as Fujitsu, Honda, Nintendo, Samsung, etc.

Waseda Graduates who became Primer



Shigenobu OKUMA
1898- and 1914-



Tanzan ISHIBASHI
1956-1957



Noboru TAKESHITA
1987-1989



Toshiki KAIFU
1989-1991



Keizo OBUCHI
1998-2000



Yoshiro MORI
2000-2001



Yasuo FUKUDA
2007-

13 Undergraduate Schools

- School of Political Science and Economics
- School of Law
- School of Media, Culture and Society
- School of Humanities and Social Sciences
- School of Education
- School of Commerce
- School of Fundamental Science and Engineering
- School of Creative Science and Engineering
- School of Advanced Science and Engineering
- School of Social Sciences
- School of Human Sciences
- School of Sport Sciences
- **School of International Liberal Studies**



17 Graduate Schools

- ⊕ Graduate School of Political Science
- ⊕ Graduate School of Economics
- ⊕ Graduate School of Law
- ⊕ Graduate School of Letters, Arts and Sciences
- ⊕ Graduate School of Commerce
- ⊕ Graduate School of Fundamental Science and Engineering
- ⊕ Graduate School of Creative Science and Engineering
- ⊕ Graduate School of Advanced Science and Engineering
- ⊕ Graduate School of Education
- ⊕ Graduate School of Human Sciences
- ⊕ Graduate School of Social Sciences
- ⊕ **Graduate School of Asia-Pacific Studies**
- ⊕ **Graduate School of Global Information and Telecommunication Studies**
- ⊕ Graduate School of Japanese Applied Linguistics
- ⊕ **Graduate School of Information, Production and Systems**
- ⊕ Graduate School of Sport Sciences
- ⊕ Graduate School of Teacher Education



5 Professional Schools

- ✪ The Okuma School of Public Management
- ✪ Waseda Law School
- ✪ Graduate School of Finance, Accounting and Law
- ✪ Graduate School of Accountancy
- ✪ **Waseda Business School MBA Programs, Graduate School of Commerce**



❖ 21st Century COE (Center Of Excellence) Program and Global COE Program at Waseda University

- ❖ Holistic Research and Education Center for Physics of Self-organization Systems (21)
- ❖ The Innovative research on symbiosis technologies for human and robots in the elderly dominated society (21)
- ❖ Constructing Open Political Economic Systems (21)
- ❖ Creating New Legal System for Corporation and Society (21)
- ❖ Global COE for Practical Chemical Wisdom (G)
- ❖ International Research and Education Center for Ambient Soc (G)
- ❖ International Institute for Education and Research in Theater and Film Arts (G)
- ❖ **Global Institute for Asian Regional Integration (G)**



2. Waseda's Global Network

As of August, 2007

Agreements with Overseas Institutions

Type of Agreement	Number of Agreements	Number of Institutions	Number of Countries
University-to-University Agreements	311	382	74
Other Exchange Agreements / Contracts	162	163	26
Total	473	539	75

As of June, 2007

International Students at Waseda (Region of Origin)

Region	No of Countries	No of Students	%
Asia	22	1,984	81.5%
Europe	36	203	8.3%
North America	2	156	6.4%
Central-South America	11	36	1.5%
Oceania	4	33	1.4%
Middle East, Africa	14	23	0.9%
Total	89	2,435	100%

As of October, 2006

International Students from Waseda (Region of Destination)

Region	Number of Countries	Number of Students	%
North America	2	472	49.7%
Europe	22	297	31.3%
Asia	8	108	11.4%
Oceania	4	62	6.6%
Middle East & Africa	5	5	0.5%
Central & South America	3	5	0.5%
TOTAL	44	949	100%

Overseas Bases of Waseda University

Europe Center (Bonn, Germany)

Waseda Oregon Office (Portland, U.S.A.)

Peking-Waseda Joint Center for Instruction and Research (China)

Paris Office (France)

KU Liaison Office (Korea)

Fudan-Waseda Education & Research Institute (China)

Waseda Education (Thailand)

Waseda University Singapore Branch Office (Singapore)

Waseda Shibuya Senior High School (Singapore)

Waseda-Olympus Bioscience Research Institute (Singapore)

NTU-Waseda Double MBA Program (Singapore)

Some Major Partner Universities

- ❖ Peking University (China)
- ❖ Fudan University (China)
- ❖ Korea University (Korea)
- ❖ National Taiwan University (Taiwan)
- ❖ National University of Singapore (Singapore)
- ❖ Australian National University (Australia)
- ❖ Science Po (France)
- ❖ Columbia University (U.S.)
- ❖ University of Milan (Italy)
- ❖ Pembroke College, Oxford (U.K.)



❁ Double-degree Programs with Partner Universities

- ❁ Joint doctoral program with Peking University (2002-)
- ❁ Double-degree programs with Peking University and Fudan University at undergraduate level (2005-)
- ❁ Double MBA program with Nanyang Technological University, Singapore (2006-)
- ❁ Double-degree program with National Taiwan University and National University of Singapore at undergraduate level (2007-)
- ❁ Double-degree program with Columbia University at Ph.D. level (2008-)
- ❁ Double-degree program with National Taiwan University at MA level (2008-)

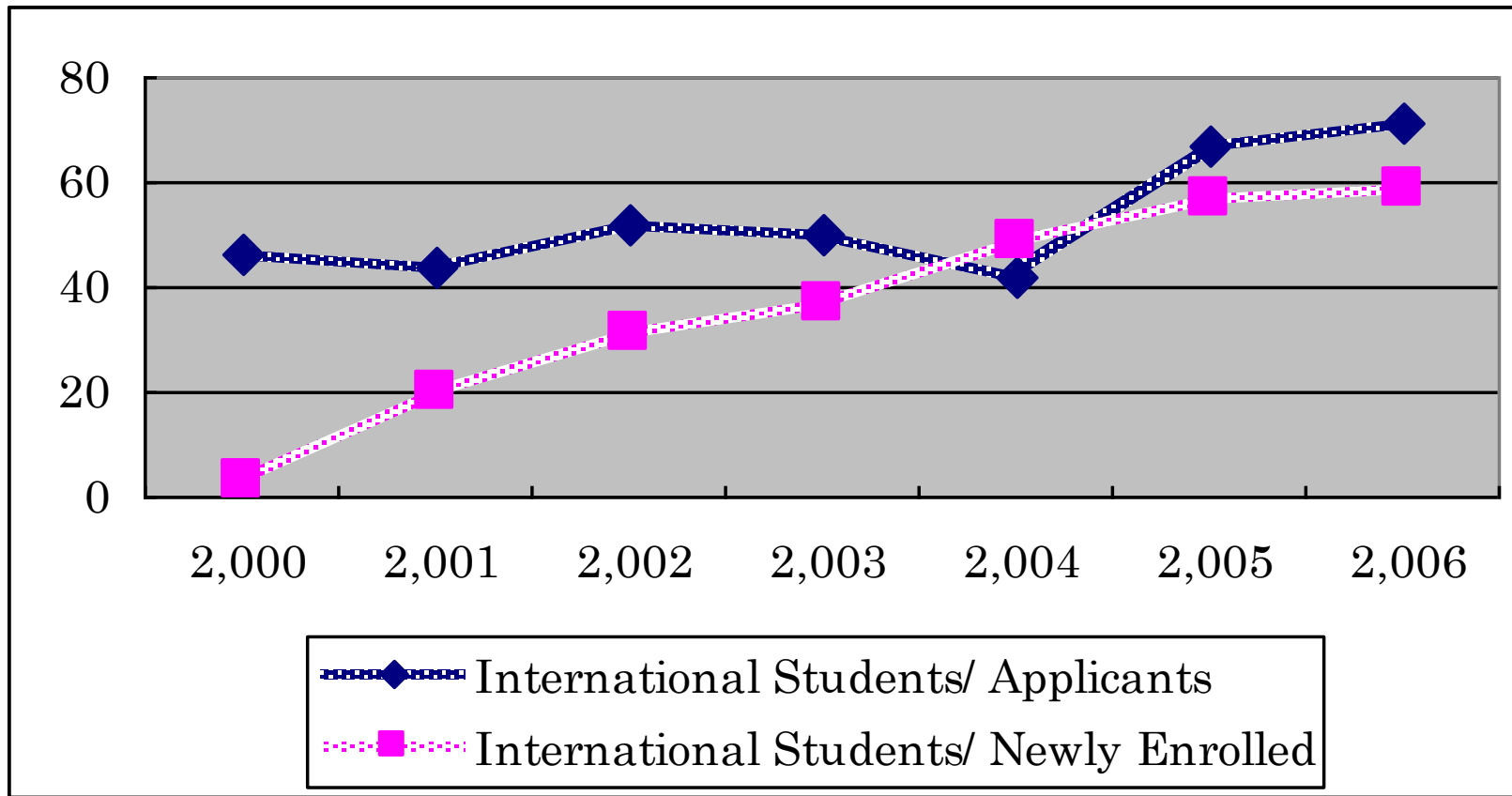
- ❖ **Emphasis on Liberal Arts Education**
- ❖ **Nurturing a Global Perspective and Vision**
/Using English and Japanese as Common Languages for Learning
- ❖ **One-year Study Abroad Requirement**
- ❖ **Helping Waseda become a World-class University**



- ❖ **First Graduate School which offered Courses in English**
- ❖ **Many International Students from Asian Countries**
- ❖ **Driving Engine for “Asianization” of Education in Waseda**

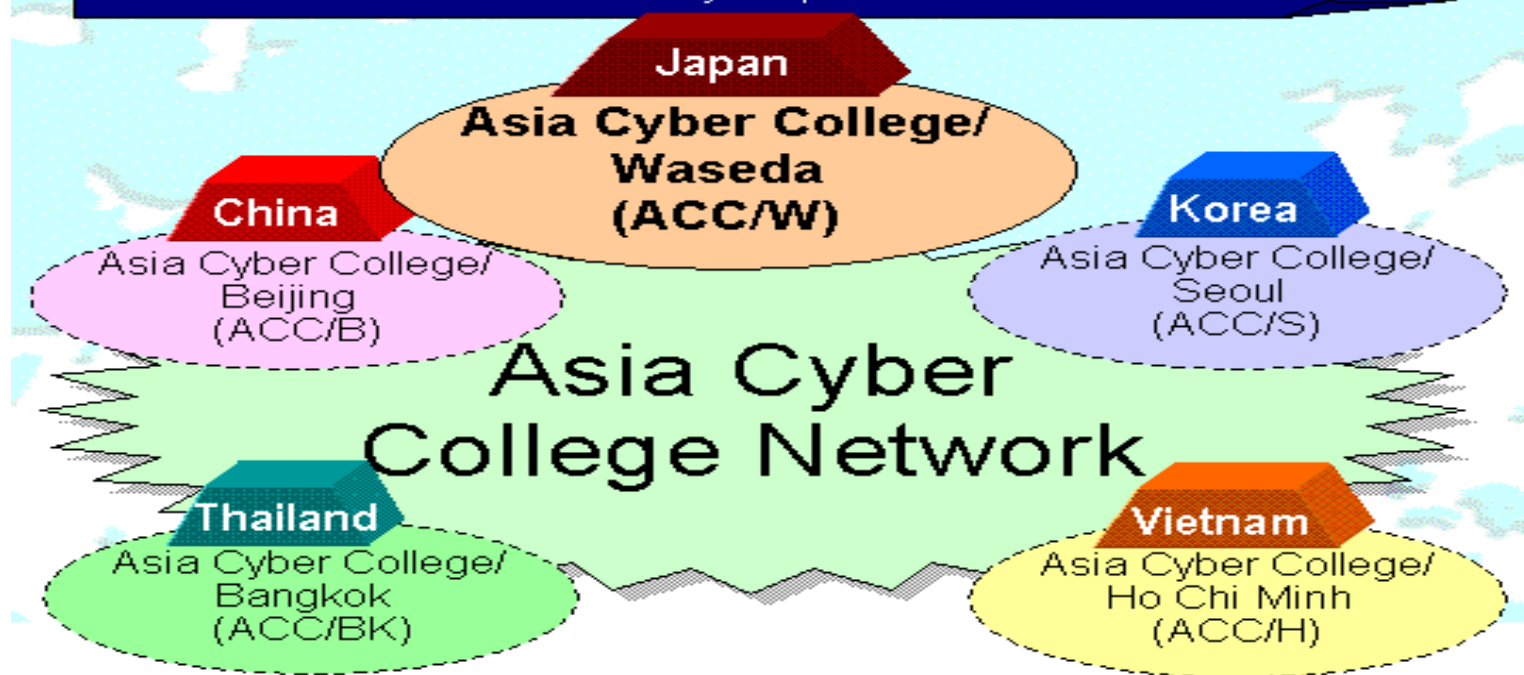


International Students at Ph.D. Course: GSAPS (%)



What is the Asia Cyber College (ACC)?

Develop human resources that will flourish in the Asian arena
Develop and implement educational curriculums through academia-industry cooperation





VENICE ■ INTERNATIONAL UNIVERSITY

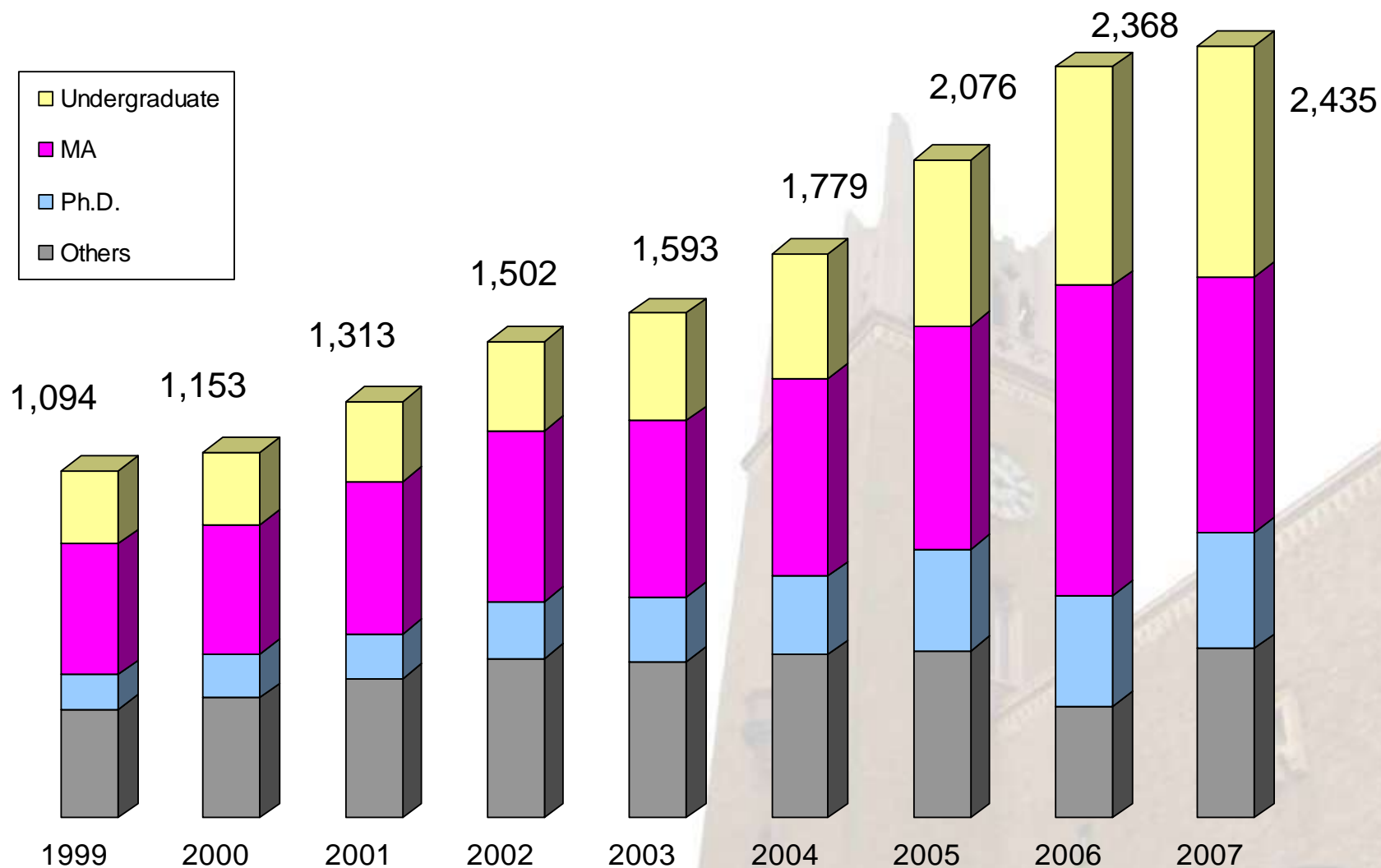




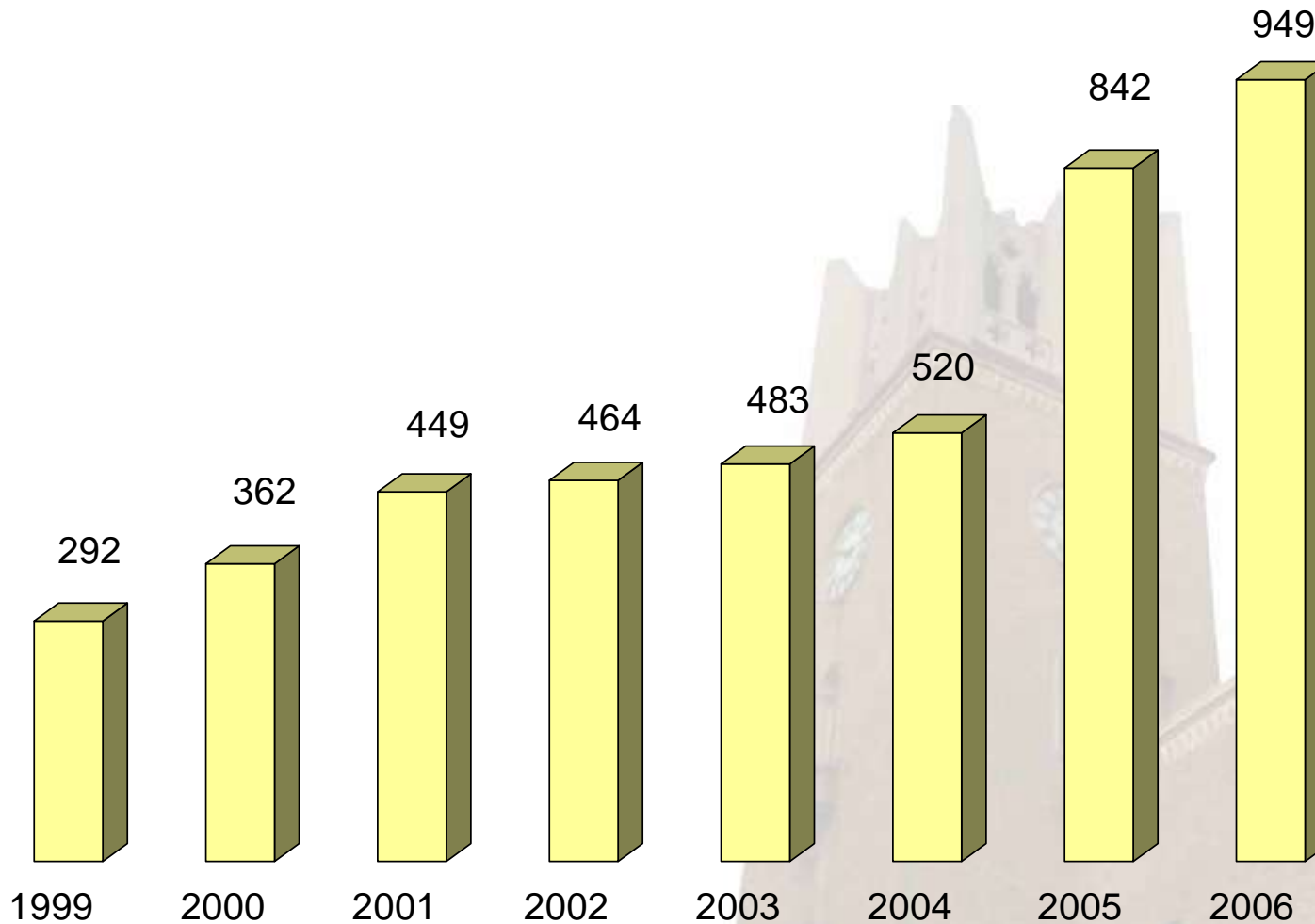
3. Historical Development of Global Strategy and Rediscovery of “Asian” Nexus

- 1905** Accepted Chinese Students from Qing Dynasty
- 1920s** 25% of All Students were International Students
- 1963** International Division (*Bekka*) Opened, Accepted 100 Students from U.S. Annually
- 1990s** Large amount of Agreement with Foreign Affiliations Started
- 1998** Graduate Schools with English Courses Opened (GSAPS, GITS, IPS, WBS)
- 2001** School of International Liberal Studies (SILS) Opened
- 2005** Double-degree Programs Started

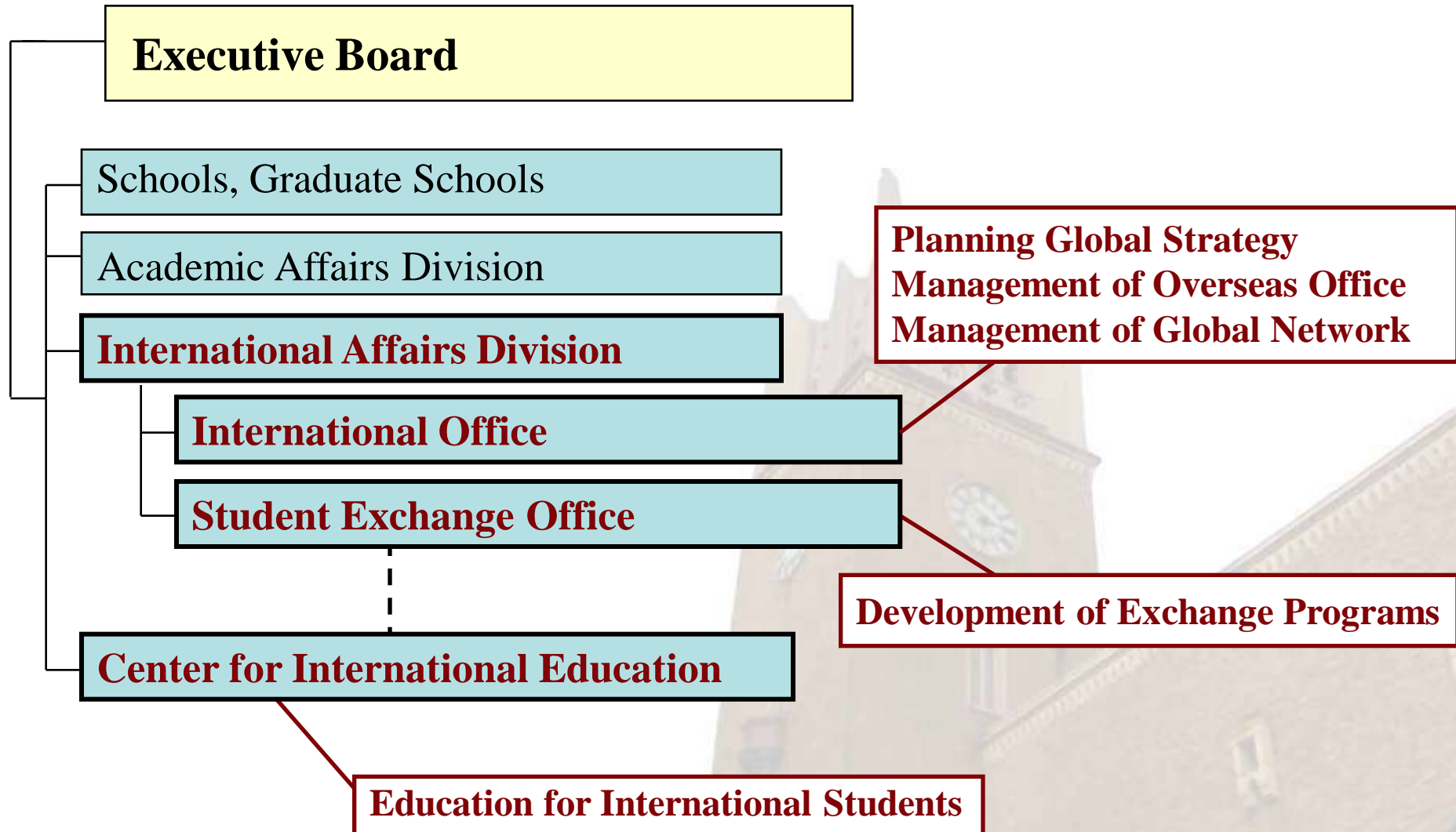
Number of Student Exchange (Incoming)



Number of Student Exchange (Outgoing)



- 1960s Foreign Affairs Section, Academic Affairs Division**
- 1980s Center for International Exchange (Academic
Exchange Section, Student Exchange Section)**
- 1990s Bureau of Promotion of Overseas Projects**
- 2003 International Division Established**
- 2005 Center for International Education Established**
- 2005 Student Exchange Section Established**
- 2006 International Community Center Established**



- ➊ **Attracting Excellent International Students**

- / Scholarship, Development of Programs, International Network,

- ➋ **Routinizing Multi-cultural Experiences**

- / Foreign Language Education, International Community Center,

- ➌ **Educating Excellent Young Scholars**

- / Promotion of Pioneering Research, Global COE Programs, ...

- ➍ **Networking with Global Top Universities**

- / “Global College” Scheme, Participation in International Consortium, ..

❖ **Domestic Reasons**

- / Shrinking Domestic Market**
- / Competition-oriented Governmental Policy**

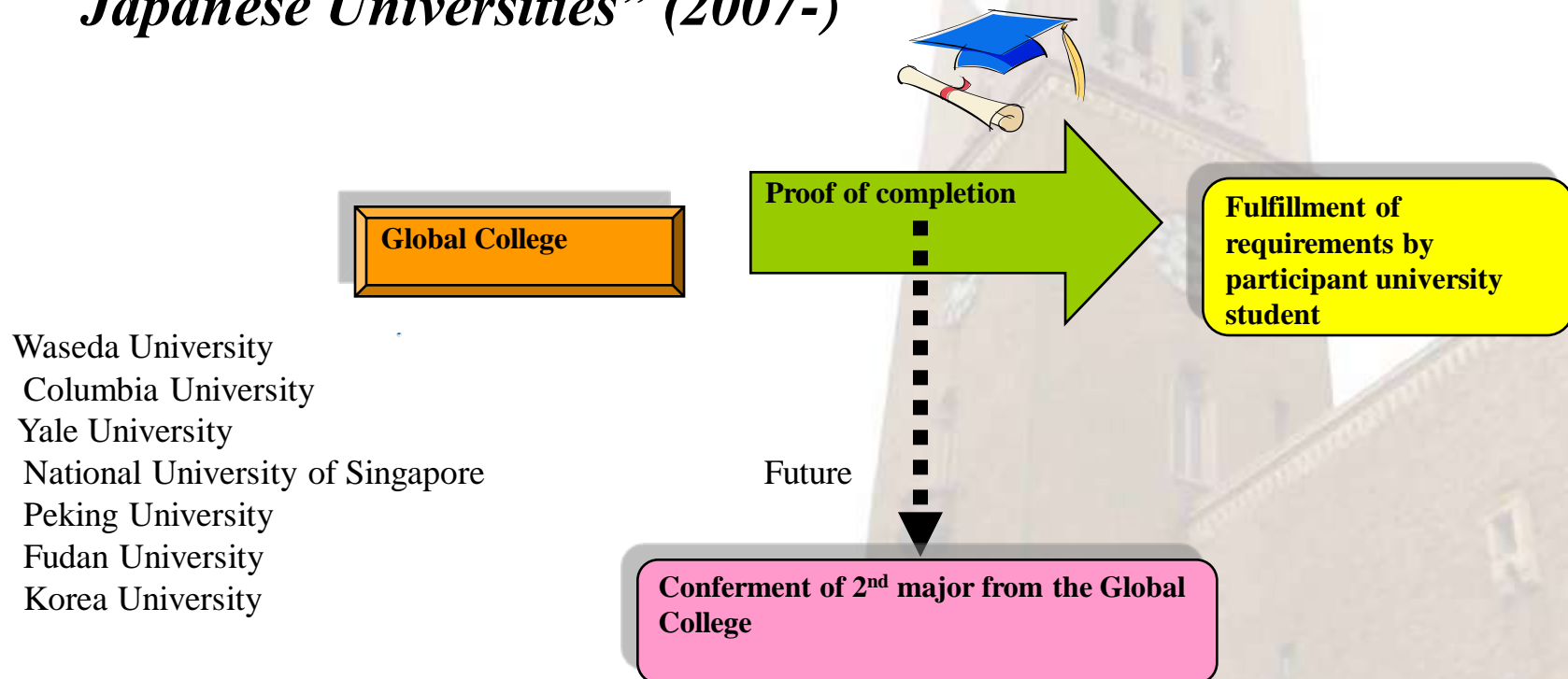
❖ **Non-domestic Reasons**

- / Global Competition in Education Industry**
- / Rising Asian Economies**

- ✚ **Strong Rivalry with Keio University**
 - / Keio's Reforms in early 1990s
 - / Catching-up Mentality in Waseda
- ✚ **Rediscovery of "Asian" Nexus**
 - / "Bridging Ideas between East and West": Waseda University's Creeds
 - / Waseda as Asian Brand
 - / Alumni as Social Resources

- ❁ **Strong Leadership by Former President Okushima (1994-2002) and President Shirai (2002-)**
 - / **Establishment of GSAPS and OAS (Organization for Asian Studies)**
 - / **Recruitment of Asian Study Specialists**
 - / **Two-step Theory of Global Strategy: Preliminary and Final?**
- ❁ **Centralized Concepts and De-centralized Networks**
 - / **Coordination between Administration and Education**
 - / **Competition among Schools and Graduate Schools**

❁ **“Global College” Scheme: Selected Program by MEXT’s
“College Education Programs for Internationalization of
Japanese Universities” (2007-)**



Thank You for Your Attention!



Waseda Bear

125th Anniversary Mascot Character