

Faculty of Economics and Business Administration

Goals of Learning

Studying with an intellectually inquiring mind

Toward the creation of a new Fukushima. **Backed by** ninety years of tradition, **we want you to feel** the joy of intellectual inquiry **as we consider issues** together with the region.

Thoroughly enhancing basic skills and acquiring genuine learning through practice

In the Faculty of Economics and Business Administration, our aims are to train students how to meet the needs of modern society with a global perspective, and to arm them with the skills to open up the future. These include the ability to read economic trends, the ability to read corporate trends, and the ability to discover a region's potential. These skills can't be learned from a manual. They are genuine abilities that are fostered by discovering topics and issues on your own, and developing practical learning within an area. Thus, this faculty emphasizes practicum courses and carefully cultivates basic skills. The range of courses is very varied, and includes practicum with an emphasis on theory, practicum with an emphasis on the field, practicum that go out to company locations, and practicum that conduct study tours abroad. In this practicum we like to form teams, within which students can really grow while fulfilling their own responsibilities and roles.

Tradition and creation.
A wide variety of research topics can only be studied here.

In 2011, Fukushima prefecture was hit by an unprecedented disaster. There are many things you will only learn about in the Fukushima disaster area. By studying at this university, you will have many opportunities to appreciate the magnificence of the agriculture, forestry and fisheries industries and to learn the importance of inheriting traditions. Students are already saying that rather than going back to the way things were prior to March 2011, they want to create and grow a new Fukushima. This demonstrates the appeal of stumbling, stopping, and thinking together, and then working towards a single goal in unison with a region through research. In this faculty, we want students to learn the joy of intellectual inquiry.

Getting you to aim for who you want to become, in a faculty with a proud legacy spanning over 90 years.

This faculty boasts traditions spanning more than ninety years, starting with the establishment of its predecessor, Fukushima Commercial High School. At present, approximately 20,000 of our graduates are active in fields inside and outside of the prefecture, and the bond we have with our senior graduates is an important resource. For example, our graduates pass on the best advice when it comes to searching for jobs. The message is to move boldly towards the self you want to become. The four years that you spend studying at Fukushima University should provide you with a better future and open up more possibilities. All learning is geared to becoming the sort of person who can make a contribution to society, the sort of person who is capable of inspiring others. You should look to immerse yourself in learning.



Admissions policy

[Ideal student]

Someone with a keen interest in the variety of problems facing modern society, who looks to identify and pursue their own topics with an animated mind. We look for students who can make a contribution to the community and the world by drawing on their education, knowledge and interpretive skills.



Overview of the Faculty

About the Faculty of Economics and Business Administration

In Japan, developing human resources who have the practical skills to tackle ever-changing global economic problems

In the Faculty of Economics and Business Administration, which inherited an economics department with a long-standing history and traditions going back to the former Fukushima Commercial High School, we are fostering human resources that grasp the structure and current conditions in a world and in a Japan that are changing, and have the practical skills to actively work toward the resolution of economic problems and improvement in corporate activities. In this faculty, we hope that you will become an economist with the ability to work proactively on problem solving, who also displays strong ethics. To this end, we focus on nurturing the applied skills that allow you to discover, analyze and solve problems by utilizing the knowledge and education required when studying for a bachelor's degree in economics, the communication skills used in listening, speaking, and writing (including foreign languages), and the motivation to work with a widespread career view. With a flagging Japanese economy, an unstable and uncertain global economy, and Japanese companies continuing to struggle, it is hard to predict the future. Thus this is an interesting time to be studying economics. We are cultivating practical skills by taking an interest in the variety of problems facing modern society, and viewing them from an economic and management perspective.

Qualifications that can be acquired

Teaching certificate

- High school teaching certificate (civics/commerce)



Curriculum Features

We provide a cumulative style of education within the Faculty of Economics and Business Administration, whereby the literacy needed as an economist in the early years of university is added to each academic year, and then expanded to achieve a deeper level of specialization. We provide a wide range of options so as to offer courses that are in keeping with individual interests and concerns. However, in order to maintain the quality of learning, we have introduced a cap system, setting an upper limit on the number of credits that can be registered for, and have set a strict performance appraisal standard of a 2.0 GPA (Grade Point Average; performance appraisal system) or higher. To support student learning, in the first year, instructors in general educational practicum, and in the second year and beyond, educators in specialized practicum, consult with students as advisers on a variety of issues including studying and life.

Curriculum and support system

	1st year	2nd year	3rd year	4th year
Goals	The literacy of economics and business administration (foundation, basic) is studied	An understanding of economics and economic structures is nurtured	Cultivating data analysis skills and the ability to think logically, specialized foundation skills are developed	By developing a more specialized viewpoint and improving language capabilities, students' practical skills are enhanced
Curriculum Class	Cluster common courses and faculty foundation courses (provide introductory and foundation education in specialized areas)			
		Major specialized subjects (specialized subjects are studied for each major)		
		Specialized practicum (specialized areas are explored more deeply)	Special practicum (lectures are held for each major. Views are deepened)	
			Foreign literature subscriptions (more specialized foreign literature is subscribed to)	Thesis practicum I and II (knowledge is deepened in order to compile a thesis)
Support system	General education practicum			Thesis (results are compiled in a thesis format as the culmination of learning)
	General education practicum guidance staff (give advice relating to university life and the curriculum)		Specialized practicum guidance staff (provide study advice. Separate advisors are provided for students who don't belong to a specialized practicum)	

Lecture features

The Faculty of Economics and Business Administration provides a path of systematic study for students. In order to cultivate professionals with skills that are useful in the real world, students are taught in intensive, small-group classes, and receive direct guidance throughout their studies, from the moment that they enter the university and begin their general education practicum, until the end of their studies when they complete

their thesis. For students who want to acquire an even deeper level of understanding, we offer specialized training courses for regional surveys, statistical data analysis and overseas surveys. In addition, we provide students with special training programs to improve their language abilities and information processing skills and also an advanced level course that enables them to attend lectures at the graduate school.

General Education Practicum

The general education practicum course is intended for new students and features small class sizes. The goals of this course are to teach students the fundamentals of economics and management, how to write reports, how to collect and analyze materials, and presentation skills. Emphasis is placed on group discussions and independent group activities, which enables students to get a taste of how interesting economics and business administration can be, while at the same time enjoying forming teams and cooperating with their fellow students.



Overseas Survey Practicum

This course was created for students who wish to visit sites in Asia to get a genuine insight into what it is like to conduct research overseas. The students themselves decide on their research theme and the location they will visit, prepare a survey plan, and then carry out the field work. Last year, students carried out field work on social businesses in India over a period of 13 days. These lessons not only enable students to improve their ability to plan and implement research, but also to become more international in their outlook.



Japan Study Program

This course will attempt to provide an understanding of how contemporary Japanese politics, economy, and diplomacy work, an appreciation of the major issues facing us, and an opportunity to explore our vision for the future of Japan.



Research Introduction

Creating a *pollution map* to establish safe zones and to help regenerate the region and its economy

At present, I am working with regional authorities to create a pollution map, which will show which areas were polluted by the nuclear accident and to what extent. Levels of contamination in farmland can differ even when comparing grains of rice in a rice field. Based on this situation, strategies such as the following can be considered; cultivated produce taken from farmland with a high level of contamination can be utilized for biomass energy; brown rice grown on farmland with a medium level of contamination can be processed into the alcoholic beverage *shochu* after the cesium has been removed through distillation; and farmland with a low level of contamination can be used to cultivate agricultural produce that does not easily absorb cesium. Creating a pollution map will help to determine the optimum methods of distribution, a system of inspection, and the damage cost if zoning is introduced. It has been said that regional communities were destroyed by the earthquake, but it is important to clarify *what was lost* and to regenerate the whole, including the region and its economy, people's lives, production, and employment. I hope that through their studies, our students will also come to learn what measures are really needed at this time.



Faculty of Economics and Business Administration Research themes: agriculture and regional economies Associate Professor **Ryota Koyama**

Professor Koyama was born in Tokyo and graduated from Hokkaido University. Since 2006, he has been involved in the 6th industrialization project for Minamiaizu-machi, Ina, and has organized *Ina GO* food fairs featuring farm products and processed goods from local producers. He has also established *Marché F*, a company whose objective is to help rebuild the region through initiatives to promote local production for local consumption and value-added production. Following the earthquake, he was involved in the creation of *Recovery Marché*, which offers a system of safety inspections for agriculture.

