

# RITSUMEIKAN ASIA PACIFIC UNIVERSITY

## APU dedicated to international understanding from day one

Few universities in the world besides Ritsumeikan Asia Pacific University (APU) have been established primarily for the tertiary education of students from the international community.

It is true that there are many long-established universities, not only in Japan but also abroad, that host a large number of international students, but this was a later development in university education.

APU, inaugurated in 2000, is the brainchild of the people at Ritsumeikan University. In 1994, the Kyoto-based institute founded in 1900 proposed a centennial project to launch Japan's "first truly international university."

The APU campus, located in Beppu, Oita Prefecture, about 430 kilometers southwest of Kyoto, is truly international in that students from abroad account for about 50 percent of its student body, in line with the goal of the founders of the university.

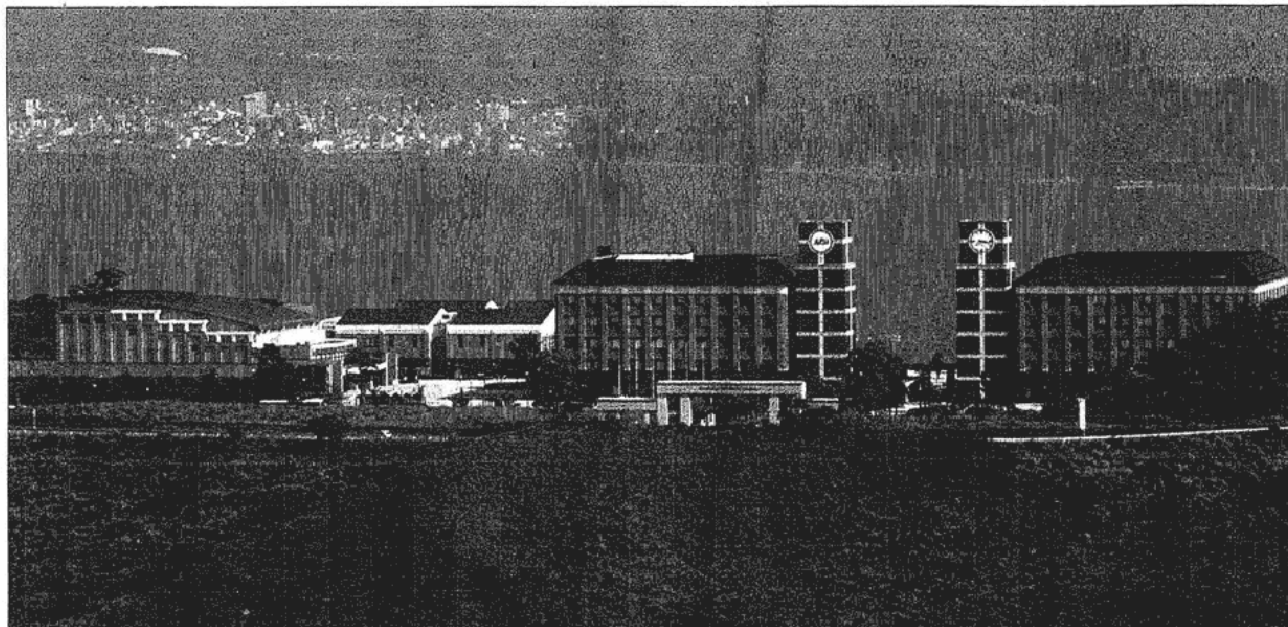
### Global recruiting

For a new and unknown university trying to grow in the highly competitive international higher education market, it was never going to be easy to recruit a sufficient number of students. APU was no exception—it had to start from scratch.

Prior to the inauguration in April 2000, Ritsumeikan University signed academic collaboration agreements with 95 universities and research institutes in 24 countries and regions, which gave APU many strong cooperative relationships at the time of its birth. Ritsumeikan faculty members also made many visits abroad, including to China, India, Indonesia, South Korea and Thailand, as well as to foreign embassies in Tokyo, in the hope of recruiting students from abroad to fill the lofty goal of "three 50s"—50 percent of the student body from abroad, 50 percent of faculty members from abroad, and to host students from at least 50 foreign countries and regions.

### A truly bilingual education

APU boasts a multicultural environment with students from nearly 100 countries and regions, compared to representatives of 111 countries and regions in a university in California that was established about 130 years ago and has the highest international enrollment among U.S. uni-



Ritsumeikan Asia Pacific University, established in Beppu, Oita Prefecture, in 2000, now hosts over 6,000 students from nearly 100 countries and regions

versities.

As of May 1, 2010, the university had a total of 6,231 students, including undergraduate and graduate students, with 46.9 percent of them international students from 98 countries and regions. Likewise, 75 members, or 44 percent, of its 172-strong faculty represented 27 foreign countries or regions.

At APU, first-year admissions is set at 1,250 students, 650 for the College of International Management and 600 for the College of Asia Pacific Studies. Undergraduates can choose to study their main sub-

jects either in English or Japanese under the university's dual language education system, which means no Japanese ability is required. After being admitted, APU students are given intensive language training so they can become as fluent as possible in an alternative language.

### High rate of career success

The job market for university graduates in Japan has been difficult due to the sluggish economy—with the situation often described as an "ice age" of employment.

Against such a background, it is quite remarkable that APU, which is just 10 years old, has been immune to the tough job climate. Indeed, APU has already established itself as an exceptional school in Japan in terms of career success ratio for graduates.

The university aims to keep the career success ratio above 90 percent. What is APU's track record? In the 2009 academic year, the ratio of students graduating with jobs fell below 95 percent for the first time, according to the university's Administration Office. The figures do not include international students who landed jobs after

graduation without following the Japanese labor market tradition of months of job hunting well ahead of graduation.

### On-campus recruiting

Many APU graduates from abroad have found jobs in Japan thanks to strong demand for new graduates of genuinely international caliber—those who are fluent in Japanese and English, and have multicultural understanding and experience, which are criteria for engaging in cross-border business.

Beppu, one of the most popular hot spring resorts in Japan, is about 800 kilometers west of Tokyo and about 400 kilometers from Osaka. Nonetheless, human resources managers do not hesitate to travel to APU to conduct on-campus recruiting sessions. Every year about 400 companies take part in our on-campus recruiting program. Most of them are "repeaters." Non-Japanese corporations also recruit APU graduates.

For those students who opt to tap the larger job market in Tokyo on their own, the Ritsumeikan Group has an office near Tokyo Station to help students of both Ritsumeikan University and APU during their stay in the capital. In addition, APU has a web of companies that have pledged to cooperate with the university to support its students' job-hunting efforts by giving them access to employee dormitories.

Visit [www.apu.ac.jp/](http://www.apu.ac.jp/) for more information about APU.

### College of International Management

- Strategic Management & Organization
- Innovation & Economics
- Marketing
- Accounting & Finance

### College of Asia Pacific Studies

- Environment & Development
- Culture, Society & Media
- Hospitality & Tourism
- International Relations & Peace Studies