

1 City Profile and Climate

Matsuyama has a high number of sunny days throughout the year. Winters are mild and it seldom snows, but students can ski in the surrounding mountains. Summers can be hot and humid especially in August when the university is not in session. The surrounding areas near campus have affordable housing and lower living expenses are very beneficial for students. The area near MU is populated with students and young adults. There are a lot of opportunities to encounter new people, make new friends, and share your own interests.

2 Warm-hearted People

One of the most distinguishing characteristics of the people in Matsuyama is their warm-heartedness. They really appreciate international students being a part of the community. Although Matsuyama is the largest city in Shikoku Island, it has the feeling of a friendly small town. Most visitors from other countries really enjoy the hospitality and kindness demonstrated by local citizens. Many local service clubs and NPO's offer help and additional assistance to foreign students and tourists.

3 An Ideal Environment for Higher Education

Since MU is a small-scaled university, it tends to offer smaller classes and more personal support for international students. An academic supervisor (usually a seminar professor of your seminar) will provide additional help and guidance for students. The financial stress of tuition on students and their families is taken in consideration. MU tries to keep its tuition lower than other private universities and it also provide forms of scholarships and student aid.

4 Excellent Opportunities for Learning Japanese Language

Most residents of Matsuyama are not able to communicate in foreign languages so international students will have many practical opportunities to improve their Japanese language skills. The International Center at MU will provide international students with help and assistance in all matters, but international students should have a strong desire to communicate in Japanese. MU has a strong sense of community compared to some larger universities. This plays a major role on learning Japanese. Through active participation in activities both “on and off” campus, students can learn more about Japanese language and culture. Since people in this area have less contact with international students and foreign visitors, local residents tend to be more eager to assist and help guests adjust to life here.

5 Eco-friendly Institution

MU is very eco-friendly. Photovoltaic panels and hybrid generators (solar and wind) have been installed to supply electricity for streetlights, and the general use on campus. Furthermore, a roof garden was installed for temperature control of buildings to help reduce energy consumption. MU students have a strong concern for environmental issues. Groups of students regularly conduct volunteer activities in the neighborhood that focus on: garbage pickup, recycling, and environmental beautification and education.

Come to MU and find!

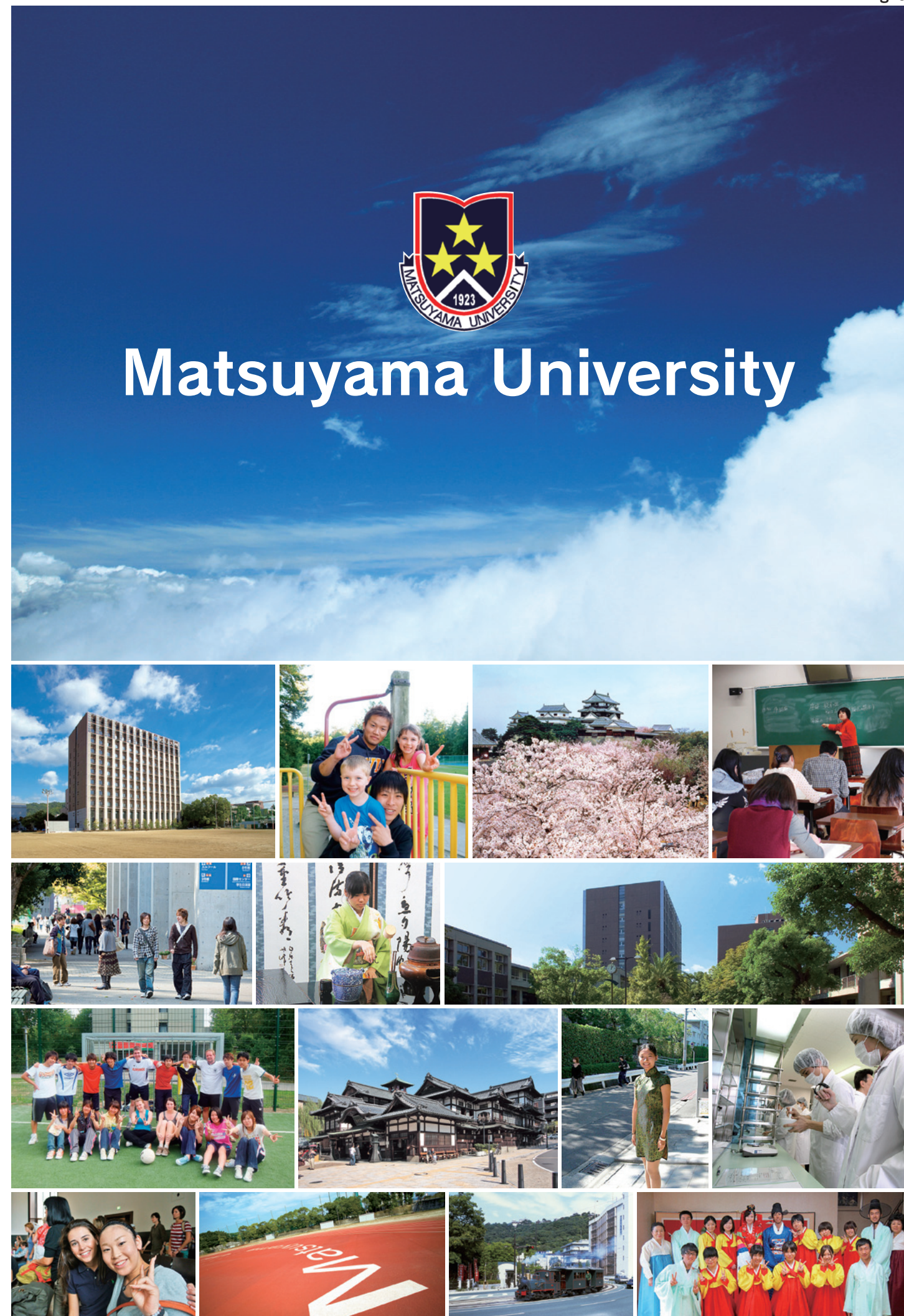


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Maxmizing Your Potential at Matsuyama University

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University Profile

Matsuyama University (hereinafter MU) was established in 1923, the oldest private university in the Shikoku region. Each year, approximately 6,000 students are enrolled including the students from Matsuyama Junior College and Matsuyama University’s Graduate Schools. There are nearly 70,000 alumni of the institution in its 90 years of history.

Founding Principles

The educational philosophy of MU is derived from the founding principles of Truth, Loyalty, and Pragmatism. The university believes these principles have played a valuable role in helping to educate future leaders to society.



Chōjirō Nitta
(also known as Onzan)

(1857–1936)

The founder of the Matsuyama Commercial High School, the predecessor institution of MU, Chōjirō Nitta used his own funds to establish the educational institution on the condition that he would not be directly involved in its management.

Brief History

- 1923: Matsuyama Commercial High School was established - funded by Chōjirō Nitta.
- 1944: Institution was renamed to the Matsuyama College of Economics.
- 1949: Gained a university title and became Matsuyama University of Commerce. Faculty of Commerce and Economics was established.
- 1962: Faculty of Commerce and Economics was divided into faculty of Economics and faculty of Business Administration.
- 1974: Faculty of Humanities with Departments of English and Sociology were established.
- 1988: Faculty of Law was established.
- 1989: Matsuyama University of Commerce was renamed to Matsuyama University.
- 2006: the College of Pharmaceutical Sciences was established.

Strong Connection with the Community

The founder Chōjirō’s strong will of providing service “for the community” has been passed on for generations. Since the establishment of the institution in 1923, strong connections have been maintained with the local community and prefecture. Those connections are considered invaluable assets of MU. As part of its educational role and duty, the university continues to contribute to local businesses, industries, and government. Working hand in hand with local community and prefecture continues to be a goal of the university.

Industry-Academia Cooperation

For the enhancement of the local community, a group of students and faculty members have been working in cooperation with regional industries to create specialty products. These experiences of cooperative learning both “off and on campus” with people from various backgrounds has provided our students with invaluable experiences and insights that have helped them mature as more productive citizens. So far our students have worked on PR and marketing strategies for local agriculture and marine industries. They have also produced an alcoholic beverage using one of the most famous local fruits, Mandarin oranges “Mikan”, and also a variety of non-alcoholic carbonated beverages using various types of local citrus fruits.

Varieties of Carbonated Beverages using Local Citrus Fruits



A Bottle of the Carbonated Beverage with Ōgonkan called “Lunapiena”



Reaching out to the Customers for Lunapienas at local farmers' market “Okaidō Marché”

The foremost of all projects was the creation of carbonated beverages using local specialty citrus fruits, Limes, Blood Oranges, and Ōgonkan Oranges (a new variety of Mikan). From the selection of flavoring fruits to label designs, brainstorming of ideas, to sales, and marketing, the group worked very closely with the local industries and citizens. Currently, the group is working on a new product using regional specialty produce.

Faculties and Departments/Graduate Schools

Faculties and Departments	Faculty of Economics	Faculty of Business Administration	Faculty of Humanities	Faculty of Law	the College of Pharmaceutical Sciences
Enrollment by Faculty	1,700	1,700	The Department of English 450 The Department of Sociology 500	900	550
Graduate Schools	Economics Graduate Courses Master's and Doctoral Courses	Business Administration Graduate Courses Master's and Doctoral Courses	the Graduate School of Language and Communication Master's Courses Sociology Graduate Courses Master's and Doctoral Courses	—	—

Faculty of Economics

● **Overview:** Offers three fields of concentrations. Instead of studying broad and shallow ideas of economics, students can focus on their areas of interest in economics.

● **Course Example:** “Ehime Prefectural Economics” – the local (domestic) economy and economy related issues surrounding local industries and businesses. By learning about the local community from an economics perspective, this course aims to have a deeper understanding of the community and its future.



Faculty of Business Administration

● **Overview:** Strive to teach the ideas of practical knowledge for business administration and management. The curriculum is designed to enhance the students' ability to communicate and solve problems.

● **Course Example:** “Business Management Strategy” – this subject covers important aspects for continual profit making, consumer analysis, price-setting and so on. Students learn how business functions from using case study approach.

Faculty of Humanities (Department of English)

● **Overview:** Infuse students with global perspectives by studying British and American cultures and through English language education. Many courses are taught by native English speaking instructors to improve students' practical English.

● **Course Example:** “Intercultural Communication” – Strive to help students think and communicate effectively with people from different cultural backgrounds.



Faculty of Humanities (Department of Sociology)

● **Overview:** Focus on subjects associate with social phenomena and issues surrounding the community and social environment.

● **Course Example:** “Media Studies” – Study sociopsychological effects of media on people and society, and develop “Information Literacy”.

Faculty of Law

● **Overview:** Teach national and international law and politics. Help students learn skills to communicate using technical terms of law used in the courses offered.

● **Course Example:** “International Law” – from international law perspective, strive to figure out how the international society is changing, or how it should progress in the future.

the College of Pharmaceutical Sciences

● **Overview:** Including a five-month practicum at clinics, hospitals, or pharmacies in the curriculum, the College of Pharmaceutical Sciences strives to train pharmaceutical specialists.

● **Course Example:** “Pharmacology” – Study the body's physical features and causes of certain symptoms and effects of medicine to treat particular condition, or treat the physical issue by systematizing efficacy of medicine.



Graduate Schools

Economics

Offers a wide range of study areas from international to domestic economics. Students can approach economics not only by studying about theories, but also from empirical analysis/research aspect, or its history. In recent years, the graduate courses in economics have been making a great effort in international academic exchange with partner universities including student exchange.

Language and Communication

To provide high-quality academic training to students, the Graduate School of Language and Communication focuses on three fields of study: linguistics (English), literature (British and American), and language education. The door is open to international students.

Business Administration

Thoroughly study the four primary aspects of business management, which are: human resources, production, finance, and marketing. The theme for these courses are examining business issues and then providing practical solutions.

Sociology

The only institution in the Shikoku region with PhD courses in Sociology. Four fields of study available: social theory, modern society and media, regional, global and environmental sociology, and welfare and clinical sociology.

Extracurricular Activities and Athletes

There are a large number of athletic teams, cultural clubs, and circle activities that students can participate in. There are two globally recognized athletes who studied at MU. It is the university's obligation to continue providing maximum support and the best training program for student athletes to develop to their fullest potential.

Reiko Tosa Long Distance Runner (Women's Marathon)

2004 Summer Olympics in Athens 5th place
Tokyo International Women's Marathon (2006) - 1st place
11th IAAF (International Association of Athletics Federations) World Championships in Athletics in Osaka (2007) - 3rd place.

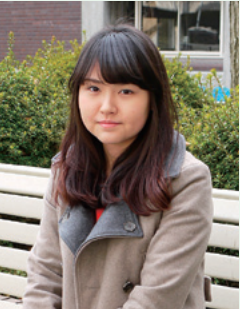


Ryō Aono Professional Snowboarder

FIS (International Ski Federation) World Snowboard Championships Gangwon-do, South Korea (2009) - 1st Place (Japan's first champion)
2010 Winter Olympics in Vancouver Snowboarding Half-pipe Finalist



Interviews with Current International Students



Exchange Student
(Pyeongtaek University)

Third Year
in Business Administration at MU

Leeseul KOO

[South Korea]

I came to MU as a one year exchange student from the partner university in South Korea. I wanted to take academic courses in Japanese with Japanese students, and also receive transferrable credits. It seemed that MU was the most appropriate option to fulfill my purpose. I studied Japanese at language school in South Korea for a year prior to this program. My Japanese has improved drastically since I came here. I can understand the lectures and textbooks in Japanese with hardly any struggle. I also learnt how to fluently converse in formal Japanese. The climate in this region of Japan is very moderate and it was easy to get used to. The kindness and thoughtfulness of ladies in Matsuyama impressed me very much. The dormitory where I stay whilst my stay has individual bedrooms for each exchange students as well as the shared area such as the living dining area and kitchen. Occasionally, we (amongst dormitory students) have dinner parties to enjoy authentic cuisine of each other's country. The experiences I had here such as to participate in a Japanese speech contest, playing volleyball with Japanese students at one of the event held by International Center, and internship program with local company were valuable aspects of being an exchange student at MU. I am very grateful for this opportunity to study at MU. After finishing my degree in South Korea, I would like to come back to Japan and find a job to help and support foreigners living in Japan.



International Student

Second Year
in Economics Graduate Courses
(Doctoral Course)

Haifeng YAO

[China]

My decision to study in Japan was inspired and influenced by my grandfather who was fluent in Japanese. I came to Matsuyama 10 years ago. I knew hardly any Japanese. After learning Japanese through studying social work at another university, I transferred to MU to pursue my will to study Economics. Currently I am in the Doctoral course focusing my study on the Free Trade Agreement between China and Association of South-East Asian Nations. In combination of understanding the China's global standing position, and studying the history of Chinese development in economy, I am striving to find prospective of China. I am very grateful for having passionate and supportive academic supervisor. Through my 10 year experience in Matsuyama, I learnt a lot about, and feel familiar with Japanese perspectives and rules. I was very impressed by Japanese welfare policies and social service with a great consideration, dedication, and care for their people, which I believe is lacking from Chinese public support system. After graduating with a PhD, I would like to go back to China and introduce those aspects of Japanese Government policies. Living in Japan for this long made a significant influence on my views and opinions on Japan and its' people a lot. I would like to share them with people around me in China because I think it is a lot different from what they think of Japan. Not only to contribute to the economic development of China, but also I want to be involved in continuing and strengthening the relationship between China and Japan.

Campus Directory



Bunkyo campus is filled with positive energy of students who are eager to learn. The Miyuki Campus is used mainly for physical education classes and recreational activities.



1 International Center
The International Center provides service for international students. They also plan events for international students and Japanese students.



2 Dormitory for Exchange Students
Single room occupancy (one bedroom) furnished with a desk, a bed, a closet, and a TV. It is necessary to sign a contract to use the Internet in the bedroom.



3 Student Lounge
Place for recreation and relaxation. A lot of international and Japanese students come to meet, study, and have meals.



4 Academic Affairs Office
Students come to ask anything about course registrations, their grades and other questions about courses. Each faculty has staff assigned to assist students.



5 Library
This library carries collection of 910,000 books. Open Monday to Saturday from 9:00am to 10:00pm. Online Database and Electronic Academic Journals are also available.

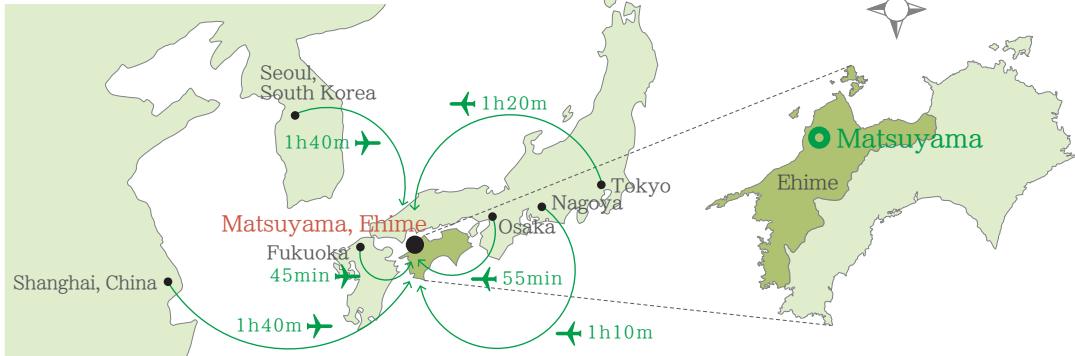


6 Training Room (Gym)
It is located within the Miyuki Campus (5 minutes away from Bunkyo Campus.) All equipment and other facilities at the campus are available for all students.

Location

Matsuyama is the place for education

The city of Matsuyama is a major city of Shikoku region with a population of 550,000. The city has a lot of college students and young adults. It is a semi-urban city surrounded by deep green mountains.



Fusion City

Matsuyama is a place where historic neighborhoods and modern neighborhoods exist in harmony. There are countless old Buddhist temples throughout the city; several of them are located near the campus. Students have opportunities to participate in both traditional style festivals and contemporary festivals and experience the real local culture. MU is located near the center of town with access to good public transportation. Riding bicycles is also a very convenient way to get around town. The city itself is very diminutive; almost everything students need is concentrated in the central

area and very accessible. There are many apartments (single room occupancy apartments) for students, grocery stores, affordable diners and restaurants nearby areas. Matsuyama is famous for serving delicious seafood of the Setonaikai (the Inland Sea of Japan). Unlike other places in Japan, very fresh and inexpensive marine produce can be purchased. It is guaranteed that students will have countless opportunities to enjoy good Japanese food. It takes approximately 10 minutes by bicycle to get to the downtown area.



Close to Grocery Stores



Students get around by bicycle



Okaido the Main Street of Downtown Matsuyama (10 minutes away)

Easy on Living Expense

Easy to find affordable housing (apartment) and prices for commodity is lower compared to other Japanese cities.

Matsuyama offers lowest rent of all prefectural capitals.

(calculated from Ministry of Internal Affairs and Communications Statistic Bureau, Director-General for Policy Planning (statistical Standards) & Statistical Research and Training "Retail Price Survey 2011")

City	Matsuyama	Osaka	Tokyo
Rent	¥19,638	¥33,804	¥53,622

The average rent for single room occupancy apartments (20m/215ft²) of each location

Matsuyama City Tourist Attractions



The Matsuyama Castle
The Matsuyama Castle is one of the famous castles of Japan with over 400 years of history. It is located on top of a small mountain in the middle of Matsuyama City. It is one of the great tourist attractions in Matsuyama. The gallant appearance of the architecture can be seen from MU.



Dōgo Onsen (Hot Spring/Spa House)
It is one of the oldest hot springs spa houses in Japan. It is very popular with locals and tourists from all over the world. International students at MU go there for relaxation and to enjoy the atmosphere.

Every year, approximately 50 international students enroll at MU, including approximately 10 exchange students from China, Germany, Korea, and Taiwan, and a few post-graduate students. Most international students get part-time jobs while maintaining good grades and having an active, fun social life. Some of the undergraduate students decide to pursue higher education. The International Center provides assistance and support for international students to pursue their future goals.



Winning the First Place in Japanese Speech Contest



Japanese Class



International Cuisine Cooking Event



Having Fun at the Beach



Internship with Japanese Company



Sports Day with Japanese Students



Overnight Fieldtrip to Oita (Kyūshū) with Japanese Students



the Language Exchange



Convocation

[International Student Support]

MU supports international students from various aspects. Every international student will be placed in a seminar (called Zemi in Japanese), and the instructor of the seminar will be his/her academic advisor. The academic advisor will provide help and support if it is needed even outside of the class time. There will be events such as field trips and other recreational gatherings in Zemi. Students will have opportunities to get to know the advisor and students through these occasions. Please read the following contents to find out what MU has to offer for international students.

Example of Scholarship for International Students

Scholarship	Details
Scholarship for Self-Financed International Student	Stipend: ¥30,000/month×12 months Applicant must be: a) a self-financed international student b) a first-year undergraduate, postgraduate, or transfer student.

*There are other scholarships available for international students.
*Some scholarships are available for exchange students.

Tuition Reduction and Exemption

All self-financed international students in undergraduate and postgraduate programs can apply for tuition reduction and exemption. It could be either partial reduction, or total exemption of annual tuition. The reduction rate is 100%, 50%, or 30%. The selection of the qualified students and amount of exemption will be made according to their transcript, financial situation, and other aspects.

Reference: 2012 Tuition: ¥780,000/year
Entrance Fee: ¥200,000

*One of the lowest tuition for Japanese private universities
*The tuition might fluctuate annually

Tutor Arrangement

Japanese students from MU become tutors for international students to provide help and support with their Japanese language, homework, and cultural adjustment. One tutor will be arranged for each international student in this program. Eligible Students: First-year self-financed international students, transfer students, and exchange students. Tutors will provide:

- a) help and support with school work.
- b) help and support with class registrations and other procedures.
- c) assistance to understand Japanese life, culture, and manners.
- d) opportunities for international students to meet other students; for example, participating in International Center events and activities.

There are many Japanese students who are willing to participate in this program to assist international students. Often times, tutors and international students spend time together outside of school. It is a great opportunity to build a friendship.



Japanese Language Courses

For Japanese language courses, MU cooperates with three local universities. Students are able to take courses from any of the cooperating institutions. MU holds intermediate (JLPT N2 level) and advanced level courses. In the “an Introduction to Business Japanese” course, students learn how to use formal Japanese, which is useful in the business field. Ehime University (located right next to MU Bunkyo Campus), offers entry level Japanese courses. Some of MU’s international students are taking Japanese courses at Ehime University. All courses are composed with a small number of students, so that all students can get painstaking guidance.



Global Partner Institutions



Photos from the Programs at Partner Institutions



A Host Family (Canterbury, UK)



Cultural Experience: the Korean Traditional Outfit "Hanbok" (Seoul, South Korea)



Dinner with Participants (Brisbane, Australia)



Visiting Local Family (Shanghai, China)



Sister City Event (Freiburg, Germany)



Optional Activity: Kayaking (Victoria, Canada)

Message from a Previous Exchange Student

Stephan Hornick

University of Freiburg (Germany)
The Faculty of Humanities: the Department of Sociology
(September 2005 – August 2006)

Ever since I was a little boy, I have been fascinated by exotic Asian Culture, and even thought of traveling to Japan. Thanks to the size of the city of Freiburg and varieties of ethnic groups it has, I had opportunities to listen to various Asian languages. Out of all that I had heard, Japanese language sounded the most beautiful and fitting for me. During that time, I was also frustrated with euro-centered perspectives. These circumstances encouraged me to make my dream of traveling to Japan come true in search for the different perspectives on the meaning of my life. Kyoto was my foremost destination for the Exchange Program, but I did not get the spot. I changed the destination to MU instead of Kyoto. I am very grateful that I made the change. If I got the place to study in Kyoto, I do not think I could have immersed into Japanese culture as I was able to in Matsuyama. When I arrived, my Japanese

was not all that great. I could follow simple or easy sentences, but by forcing to use Japanese, by attending academic lectures in Japanese, by taking advanced Japanese classes, by doing lots of homework and participating in speech contest, and by just living in Matsuyama (I had to speak in Japanese in everyday situations), my Japanese improved drastically. I became very fluent in Japanese by the end of the program. I remember the most is the theater club, and the play I participated in and performed with Japanese students in front of a broad audience in downtown Matsuyama. I met my best friend through this club. I learnt Japanese perspective on beauty and completeness through this experience. Currently I am working for the International Office at the University of Freiburg as a Program Coordinator (specifically Japanese Summer Programs). At home I speak to wife and a



son in both German and Japanese. I still love Manga and Anime. I am still deeply involved with Japanese language. MU, as the city itself, is not a big school. I think this was the reason why I was always welcomed. I was able to get to know a lot of students. The faculty members were very friendly and forthcoming. The wonderful staff at the International Center helped me with problems I had. Matsuyama is like my second hometown. Thank you very much.