

# AOYAMA Media Lab. Project

Aoyama Media Lab 2. Project, Research Institute of Aoyama Gakuin University

**Abstract**—The AML Project was selected as one of the "Education Information Model Learning System Establishment Projects" of the Ministry of Economy, Trade and Industry and the Information-Technology Promotion Agency, Japan (IPA). And the AML Project realized proven results. Next, with the joint support of the Ministry of Education, Culture, Sports, Science and Technology and The Promotion and Mutual Aid Corporation for Private Schools of Japan, we launched the "2nd AML Project". Recently, there has been a profusion of R&D, at domestic Japanese and at overseas research institutes, regarding cyber campus education. Here, in addition to our R&D regarding new businesses and technologies that incorporate IT technologies, we have established at our Research Institute the "AML Consortium", which is extremely desirable in terms of activating the mutual exchanges between private enterprises and the University and opening up our University to the general society. We have extremely high expectations for further developments into the future.

**Index Terms**—*e-learning, Web Based Training System, IPA Project*

## . Details of AML Activities

### 1.AML Consortium

- The holding of Open Forums for active exchanges of information among Consortium Members.
- The offering of information regarding AML R&D results, etc., via the Consortium Internet home page.
- The holding of forums by individual IT Research Groups for the presentation of research results and for information exchanges, etc.

### 2."Management and IT Research Society Integrated with Business Strategy and Technology Revolution"

- Establishment of "Integrated Management and Technology Strategic Models" and transmission of these Models to around the globe.
- Performance of "Research on IT Tools" to back up "Integrated Management and Technology Strategies."
- Establishment of "New Educational Methods" with an emphasis and priority on their development into the broader society.

### 3." The Development Projects The Cyber Campus Educational Method"

- The "Cyber Campus Basic System " aims to diffuse as an international system standard for cooperative learning-based distance education.
- "Multimedia-based Comprehensive Learning" and "Multimedia-based Integrated English Language Education" through the integration of primary, middle and high schools.

- Cyber Communications" for university and graduate school students as well as the general public, and the "Cyber-ESP (English for Special Purposes) Education System."
- The proposal of "Cyber basic education methods", "Cyber engineering education methods" and "Cyber business education methods" for the fostering and training of globally functioning social leaders.

## . Cyber Campus Plan

The 21st century is said to be the era of the "knowledge society." In response to this world situation, so called "e-learning," "virtual universities," and other unique concepts have been introduced and implemented in recent years, with the goals of fostering the required knowledge and human resources needed for such an era. Yet these new educational methods and systems have resulted in new problems and challenges. That is, they tend to simply transfer the shell of existing knowledge, and to use information technologies (IT) merely to transmit, in real time, the learning environments and educational content already existing at different, physically separated sites.

In the AML Project, our goals are to establish "a new educational system" that is even more advanced than those hitherto proposed, and to establish a "Cyber Campus" for carrying out this Project. The "Cyber Campus" we aim for in the AML Project is a site for a "Cyber Alliance," a new style of cooperation among government, industry, and the academic world, one where there is a sharing of superior resources, including facility resources, knowledge resources, and the human resources required for vigorous educational, research, and business activities.

The AML Project as described above is pursuing a new system of cooperation among government, industry and the academic world, as well as a new educational system. Through our continued cooperation with numerous educational systems and business enterprises, we aim to make great strides forward from the Aoyama Media Lab of today to the "Advanced Media Lab" of the future, a Media Lab that promotes and fosters an even more outstanding Cyber Alliance.

## . AML Organization

### 1.AML Consortium

The goals of the AML Consortium are to promulgate the widespread diffusion, to educational institutions, research institutions, private companies, etc., both within domestic Japan and overseas, of research and development results within the " Management and IT Research Society Integrated with

Business Strategy and Technology Revolution" and the " The Development Projects The Cyber Campus Educational Method". Members will be solicited widely from the general public to participate in the Consortium's promotion of three types of activities: (1) open forums (symposia, open class courses, demonstrations of educational materials and educational software, etc.); (2) the publication of information on the AML Consortium's Internet home page (including AML R&D results, advanced domestic and overseas information, international standardization trends, etc.); and (3) forums by individual IT Research Groups (public announcement of research, information exchanges, and so on).

## 2. "Management and IT Research Society Integrated with Business Strategy and Technology Revolution"

The "Management and IT Research Society Integrated with Business Strategy and Technology Revolution" is an organization for research on technological innovations and new management strategies based on such innovations, as well as for research regarding information technologies (IT) for realizing these strategies. These Research Groups cover a broad range of fields and interests, and in addition to Japanese universities, including Aoyama Gakuin University, and overseas universities, educational institutions, public institutions, private companies, and other groups and institutions are all participating in these Research Groups.

The work performed within each Research Group differs from what has been hitherto considered as the mainstream goals in joint research by government and academic circles, namely, "Intellectual contributions based chiefly on elemental technologies coupled with hardware". Rather, the goal of Research Group work is to realize "Contributions to a knowledge-based society that is led by integrated management and technology strategic IT".

Participating private companies designate as concrete case studies, for the issues and problems faced by each individual company, "Integrated management and technology strategic models" Here, the companies will have access to research results regarding IT tools that they can take back with them to their enterprises to use in the development of these tools.

Meanwhile, researchers on the university side feed back joint research results to the " The Development Projects The Cyber Campus Educational Method" which leads to the practical application of educational materials and educational software for regular classroom courses.

## 3. The Development Projects The Cyber Campus Educational Method

Performed within the " The Development Projects The Cyber Campus Educational Method" is research and development designed for the realization of "New Cyber Campus educational methods" that include the active utilization of information technologies (IT) in the support of educational activities. On the basis of the research results of the " Management and IT Research Society Integrated with Business Strategy and Technology Revolution" development will be performed for each separate developmental theme, including "Educational methods (and curriculum)", "Educational materials," and "Educational software" for learning and lecturing at actual education sites. Then, after

these are verified in terms of their effectiveness via classroom courses for verification and testing, the aim is to have these adopted for regular classroom courses at actual education sites. Further, within this Project will also be performed environmental development and infrastructure creation for educational systems, including of educational facilities, machines and equipment, media and other materials for the support of new educational methods. Herein will also be accumulated know-how about the operation of the above systems and infrastructure, etc., and presentation will be made to cooperating and tie-up educational institutions and private companies, etc., of "Cyber Campuses" that can serve as "Facilities for verification and testing". In this way, partner educational institutions and private companies can avoid the risks inherent in investing in such programs and infrastructure on their own.

## . AML Project Details

### 1. Results and Track Record of Cyber Campus Education

- 1) Cyber Campus Basic System
- 2) Cyber Business Training
- 3) Cyber Business Planning Training
- 4) Cyber Concurrent Management Training
- 5) Cyber Business Modeling Training

### 2. Management and IT Research Society Integrated with Business Strategy and Technology Revolution

- 1) Cyber Learning Methods Research Group
  - a) Intellectual Capital for Web-Besed Education Reserch Group
  - b) Evaluation Methods for Web-based Education Research Group
- 2) Cyber Campus Basic System Research Group
  - a) Cyber Campus Basic System for Education Research Group
  - b) Broadband Based Education Research Group
  - c) Self-Learning Research Group
- 3) Multimedia-based Integrated Education Methods
  - a) Multimedia-based Comprehensive Learning Research Group
  - b) Multimedia-based Integrated English Language Education Research Group
- 4) Cyber Basic Education Methods
  - a) Cyber Communications Research Group
  - b) Research Group for the Cyber-ESP (English for Special Purposes) Education System
  - c) Research Group for the Model-based Learning Distance Classes System
- 5) Cyber Business Education Methods
  - a) Cyber Business Planning Research Group
  - b) Cyber Concurrent Management Research Group
  - c) Research Group on Japanese-style Strategic Business Models
  - d) Research Group on Robust Scheduling for APO Applications
  - e) Research Group on Strategic Balanced Scorecard Management
  - f) Accounting Essentials Research Group
  - g) Business Simulation Research Group
- 6) Cyber IT Systems Education Methods

- a) Management IT Systems Research Group
- 7) Cyber Alliance
  - a) ALIC (Advanced Learning Infrastructure Consortium)
  - b) Higher Learning Initiative of SAP Japan Co.

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. Regarding The AML Consortium

The AML Consortium exists to diffuse to members of the public the results of the research and development performed under the AML Project, and to enable a widespread sharing of resources. In this way, the Consortium will realize concrete contributions towards a knowledge-based society.

The Consortium will perform the following.

1. The presentation of information to members of the public through the holding of Open Forums (including symposia, open class courses, demonstrations of educational materials and educational software, etc.)
2. The publication of information regarding R&D results on the AML Consortium Internet home page and in publications.
3. Through forums held by individual "Management and IT Research Society Integrated with Business Strategy and Technology Revolution", the announcement to members of the public of our research, and information exchanges.

As for Consortium members, there are the following types: Regular members, Student Members, Supporting Members, and Research Group Members\*. Each AML Consortium member may attend the open forums of the AML Consortium, plus the forums held by the individual IT Research Groups.

Information about Open Forum meetings and other related information will be sent to persons who have become Consortium members, and the latest information about AML research and development results will be presented to members via the Internet Home Page and publications.

Further, Supporting Members and Research Group Members will, upon authorization of the AML Project Promotion Council, obtain usage rights for developed software and information.

To be selected on the recommendation of the individual Research Groups.

For persons who desire to become Consortium Members, please send us your inquiries via e-mail (aml-pm@agub.aoyama.ac.jp) and telephone (+81-3-3409-8115, Extension 12082), so please take advantage of this opportunity to become a Consortium member.

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