



# INSPIRING THE NEXT GENERATION OF LEADERS

## Global BBA

Since its foundation in 1953, Nagoya University of Commerce & Business has been dedicated to helping students create a path in life that is distinctly their own. The energy driving the mission of NUCB is the ambition and optimism behind a 'Frontier Spirit.' The founder, Dr. Yuichi Kurimoto, was the first international student to graduate from the Faculty of Arts at the University of Alberta, Canada in 1930. Over the last 80 years, the university has become known worldwide as a premier educational institution.



### NUCB Graduate School of Management, the only Triple Crown school in Japan

It is a great honor to be part of a select few universities (less than 1% of all schools worldwide) that have achieved the illustrious Triple Crown, a symbol of the highest level of excellence and recognition of the high performance and quality of research of our university.

TRIPLE CROWN



### AICHI PREFECTURE

Known as the home of Toyota, Aichi also offers samurai history, unique local foods, great night-life, rustic beauty and distinctive arts and crafts.



名古屋商科大学  
NUCB Undergraduate School

# GLOBAL CAMPUS. GLOBAL TALENT

# 273 55

International Students

Countries

\*As of August 2022



<https://www.nucba.ac.jp/en/nisshin/voice/>

## CASE STUDY METHOD

The case method is at the core of the NUCB Undergraduate school academic experience. In its simplest form, each case is a simulation of a real-world business problem, and students are expected to take on the role of the protagonist, or decision-maker, to solve that problem and discuss the reasoning or logic behind each of their decisions.



### Case Partners



INSEAD  
The Business School  
for the World®

# APPLICATION REQUIREMENTS & DEADLINES



The Bachelor in Business Administration is an innovative, international program that will help you develop the business acumen and entrepreneurial mindset required to conduct business on a global scale. The curriculum encompasses a wide range of subjects that reflects the multidisciplinary nature of business and the importance of understanding all the key elements needed to make a business successful.



## CURRICULUM

The first three years of the Global BBA program are pre-registered core courses, and Year 4 will offer elective opportunities for students. Case Writing is the capstone project of the Global BBA program and courses are organized throughout Years 3 and 4 through 4 seminars. The submission of an Original Case is a mandatory graduation requirement.

YEAR	1	2	3	4
	Introduction to Accounting Introduction to Management Introductory Japanese Operations Management	Introduction to Economics Introduction to Marketing Law and the Environment International Relations	Introduction to Finance Introduction to BBA Business Negotiation Global Environmental Issues	Introduction to Business Law Introduction to Politics Doing Business in Japan Design Thinking
	Managerial Accounting Supply Chain Management Strategic Thinking International Business Service Management	Marketing Research Business Economics Business Model Design Organizational Behavior Research Methods	Marketing Management Design Science Organizational Management Human Resources Management Business Succession Planning	Financial Management International Management Management Information Systems Business Ethics Data Visualization
	Financial Analysis Financial Accounting Case Writing Seminar I Economic Strategy Industrial Organization	Brand Marketing Understanding Japanese Organizations Case Writing Seminar II Competition Policy Stakeholder Management	Managing Family Business Managerial Development Platform Strategy Corporate Finance	Organization & Leadership Leading Asian Business Innovation Management Mergers & Acquisitions
	Sustainability Accounting Case Writing Seminar III Digital Finance Technology Management ESG	Leading the SDGs Case Writing Seminar IV Knowledge Management Leading Multicultural Teams Digital Marketing	International & Sustainable Development Consumer Research Transforming Leadership Big Data & Analytics Original Case (submission of final paper)	Leading Sustainable Businesses Operational Excellence Digital Transformation New Business Development

\*Courses are subject to change \*\* Intermediate and Advanced Japanese language courses available

## SPECIALIZED STREAMS

- Digital Transformation
- Sustainable Business
- Business Transformation

# TUITION & FEES

Application Fee: 20,000 JPY • One-Time Entrance Fee: 270,000 JPY

JPY	Fall Semester	Spring Semester	Total
Year 1	592,000	587,000	1,179,000
Year 2	562,000	587,000	1,149,000
Year 3	562,000	591,000	1,153,000
Year 4	557,000	557,000	1,114,000
<b>Total</b>	4,595,000		

\*Above tuition schedule for Fall entrants

\*Fees are subject to change

# SCHOLARSHIPS

We offer merit-based scholarships for academically outstanding students. There are annual tuition reduction scholarships awarded up to 900,000 JPY guaranteed for the first 2-years. The amount of reduction will be notified to the applicants with admission results. For the third and fourth years, the tuition reduction is awarded based on students' grades during the previous year of study. Those that are not selected for a tuition reduction scholarship are given a brand new MacBook Air.



## International Baccalaureate (IBDP) Scholarship

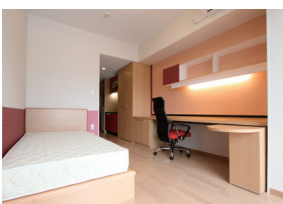
A unique scholarship for students taking the IB Diploma. A minimum of 300,000 JPY annual tuition reduction for 32 points or higher out of a maximum of 42 points. The scholarship is guaranteed for the first 2-years.

## International Dormitories Scholarship

A rent scholarship for our international dormitories of 10,000 - 35,000 JPY per month for those that excel in the interview. The scholarship will be guaranteed for the 1st year and available for all 4-years.



Meito Dormitory



Sanbongi Campus Dormitory



## Resident Assistants (RA's)

Capable of speaking Japanese and English, the RA's support international students staying in the dormitories, holding various events and cultural activities.



## NUCB Undergraduate School

Admissions Office International Division

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