

## Aichi Prefecture - perfectly balanced fusion of old and new

The prefecture is abundant with history being the stronghold of legendary shogun Ieyasu Tokugawa. Aichi is also the industrial capital of Japan, being the home to many world-leading companies, most notably Toyota.

Located in the Chubu region of central Japan, Aichi is densely populated, with easy access to the sea or the mountains with its prefectural capital Nagoya, a very busy, prosperous metropolis - Japan's 4th largest city.

There is much to see and do with unique local foods, great nightlife, rustic beauty and distinctive arts and crafts. And being in the center of Honshu, Aichi prefecture offers convenient access to major cities in Japan, such as Tokyo, Kyoto and Osaka.



Nagoya Castle

# REACH YOUR POTENTIAL GLOBAL BBA

Language of instruction: English

## #1 Business School in Japan

TRIPLE CROWN



## 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.

## CONTACT US

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# Find your Frontier Spirit

Since its foundation in 1953, Nagoya University of Commerce & Business has been dedicated to helping students create a path that is distinctly their own. In line with our mission to educate innovative and ethical leaders who possess a 'Frontier Spirit', we seek to nurture young persons who think creatively and independently. Moreover, coming from diverse educational and cultural backgrounds, students are expected to enrich the NUCB student body with different and innovative ways to become pioneers in the future.



# An exceptional student experience

With a unique program framed around the case study method, the Global BBA will develop your skills in various fields to give you the key competencies you'll need to succeed in today's dynamic global business environment.

The small class size, all-in-one campus, and close-knit community provide the basis for an exceptional student experience. And because NUCB attracts some of the most talented students from all over the globe, the NUCB Global BBA classroom consistently raises the bar for its learning environment.



**Small Class Size**



**All-in-one Campus**




**Case Method**

# 98.2%

NUCB Success Rate of  
Employment 2021

The case study method is a lot more interesting and cognitive than theories or meaningless numbers and gives students the ability to use what they have learned in real-life.

Matteo 

Global BBA 2021  
International School of Los Angeles, IBDP

## A world-class education in a multicultural environment

### GLOBAL BBA

Study for your BBA at our picturesque Nisshin Campus in the suburbs of Nagoya, one of the nation's major economic centers with strong connections to the automotive, aircraft, and industrial robot industries.

The goal of the program is to motivate students for a successful and rewarding career in a global business environment. The curriculum encompasses a wide range of subjects in Management, Finance, Accounting, Economics, Entrepreneurship, Marketing, and Liberal Arts. This wide range of subjects reflects the multidisciplinary nature of business and the importance of understanding all the key elements needed to make a business successful.

Studying at NUCB means that once you graduate you will get immersed in an international environment and you will be equipped to face challenges on a global scale. Our Global BBA is fully delivered in English and for those who want to improve their Japanese language skills, we offer various courses from complete beginner through to advanced.

### CASE 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.

With NUCB's case study method, you gain necessary foundational business knowledge in the context of real challenges faced by business leaders every day. This approach to learning prepares you for the real world of business better than any lecture-based program ever could.

Course materials consist of the latest business cases from renowned case publication houses, such as Harvard Business Publishing, the Case Center, and Ivey Publishing. If you're the type of person who enjoys participation and thrives on the excitement of solving a challenge then the NUCB Global BBA program will be a great fit.

### Example cases used

Apple  
Google  
Amazon  
Starbucks  
Netflix  
Sony  
Ikea  
Patagonia  
Uber  
Nike  
Toyota  
Nintendo  
LINE  
Zara  
Tesla  
Facebook

### Global BBA Curriculum



### Global BBA Student Voices



# 273

International students  
2022

Students are from

# 55


Countries

# 118 155

Female

Male



Marah 

Global BBA 2021  
UWC ISAK Japan, IBDP

## Global Campus, Global Talent

We are proud to announce that as of Fall 2022, there are 273 international students from 55 different countries enrolled at NUCB Undergraduate School making us one of the most diverse universities in Japan. Times Higher Education (THE) Japan University Rankings 2022, placed us as the best business school in Central Japan for our international environment.

\*Includes Japanese nationals on Global BBA Program



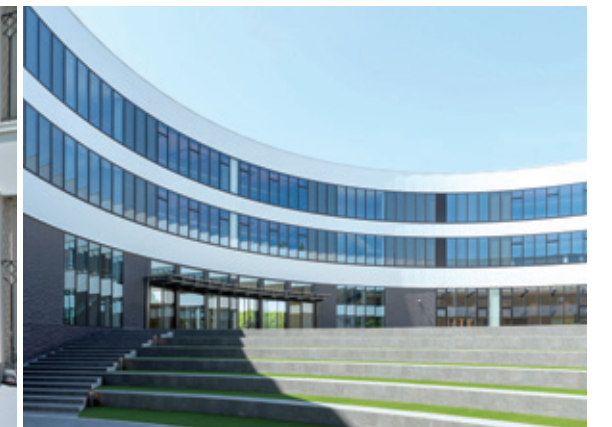
## International Dormitories

NUCB offers dormitories where both Japanese and international students reside - fostering an international community both on and off-campus. At NUCB, we consider living together with students from other cultural backgrounds to be a critical part of the international experience - Students with diverse social, linguistic, cultural and religious backgrounds, personalities and ways of thinking live in the dormitories.

Our objective is not only to provide an optimal learning environment but to give an experience of a lifetime to build lifelong friendships and interact with people from diverse cultures on a daily basis making your time here unforgettable.



Meito Dormitory



International House

# GO BEYOND THE CLASSROOM

# 120

Partner Schools

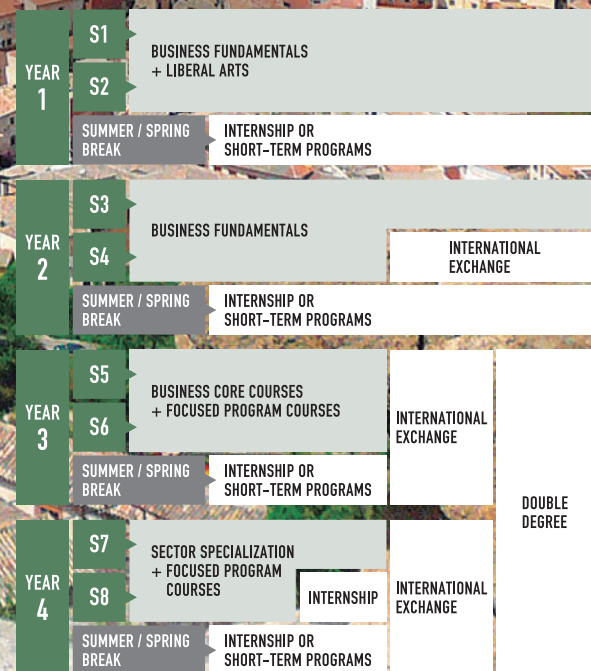
# 52

Countries

# 7

Double Degree Partners

## Global BBA



\*The blocks in white are optional

## Overseas Exchange

Our school has established a strong global network with prestigious schools around the world, forming a so-called 'Global Campus', in order to nurture business leaders who can succeed in a rapidly globalizing world.



### AMERICAS

McMaster University	#80
University of Alberta	#125

### OCEANIA & ASIA

The Chinese University of Hong Kong	#49
Seoul National University	#54
Monash University	#57
Hong Kong University of Science and Technology	#66

### EUROPE

Lancaster University	#122
Maastricht University	#127
Uppsala University	#131
University of Mannheim	#146



2022, Social Sciences & Management

University of Buenos Aires	#85
University of Chile	#112

University of Malaya	#50
National Taiwan University	#61
Shanghai Jiao Tong University	#72
Korea Advanced Institute of Science & Technology	#115

Bocconi University	#10
Erasmus University Rotterdam	#36
University of Navarra	#59
University of St. Gallen	#86

## Double Degree

This unique program provides an advanced experience in international education and the unique opportunity to graduate with 2 degrees from 2 different countries to further your career in the global business community.



### FRANCE

Audencia Business School	✓	✓	✓
NEOMA Business School	✓	✓	✓
ICN Artem Business School	✓	✓	✓
TBS Education	✓	✓	✓
Grenoble Ecole de Management	✓	✓	✓

### IRELAND

Kemmy Business School, University of Limerick	✓	✓	✓
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### TAIWAN

National Taiwan University of Science & Technology	✓	-	✓
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# World Standard Education

Since 2006, NUCB has been part of only a select group of universities worldwide to hold the prestigious AACSB Accreditation. Less than 5 percent of the more than 16,000 schools worldwide granting business degrees have earned AACSB Accreditation.

NUCB Business School, our Graduate School of Management, is the only school in Japan to have earned all three major international accreditations (AACSB, EQUIS, and AMBA) and has consistently been ranked first in Japan by QS and FT, the world's top MBA rankings.



## Learn from the best

The faculty at NUCB exceeds the strict international standards set by international accreditation boards for practical experience related to their academic fields and publications. They are also experts in case method delivery. Over 70% of our faculty have obtained a doctoral degree from top institutions around the world including Harvard, Stanford, and the University of Oxford to name a few.



### Course introduction

#### Digital Marketing

[ Gyung Yeol YANG / DBA, City University of Hong Kong ] 

As digital marketing has become an essential component of marketing strategy, companies are increasingly shifting some of their marketing efforts to digital technologies such as search engines, social media and mobile. It is now critical that students understand these digital strategies and familiarize themselves with the technologies underlying them.

#### Law and the Environment

[ Anthony TOWNLEY / Ph.D., Macquarie University ] 

Introduces students to the legal concepts and mechanisms that are designed to protect the environment for a more sustainable future. This course uses case methodology to examine environmental legal reform at all judicial levels, including local government, national (including constitutional) and international regulations in Japan and other countries.

#### Financial Analysis

[ FREN DY / Ph.D., Nagoya University ] 

Students will learn how to employ insights gained from financial statements to make critical and strategic business decisions. This course provides students with a basic understanding of concepts and techniques necessary to process information disclosed in financial statements as a basis for rational and ethical decision-making as investors, entrepreneurs, and analysts.

#### Business Negotiation

[ Nigel DENSCOMBE / MBA, Harvard University ] 

Whether we realize it or not, a great many things in business and life involve some kind of negotiation. This course provides a step-by-step understanding of what is required to be a successful negotiator and students will expand their ability to communicate and negotiate well in cross-cultural and cross-border situations.



Global BBA students get plenty of opportunities to excel in leadership and creative problem-solving skills by working with students from different cultural backgrounds.

Tak Yin Hui, Associate Professor

Ph.D. (City University of Hong Kong)

Research Interests: Human Resource Management, Organizational Behavior, Employee Learning and Development