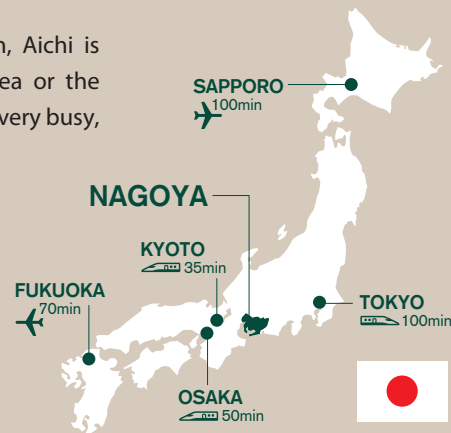


Aichi Prefecture - perfectly balanced fusion of old and new

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.



Downtown Nagoya



Nagoya Castle

CONTACT US

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www.nucba.ac.jp/en



2024.6



REACH YOUR POTENTIAL GLOBAL BBA

100% English-taught, 4-year Bachelor of Business Administration



NUCB Undergraduate School | Education for
Life and Leadership



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. Aligned with our mission to educate innovative and ethical leaders who possess a “Frontier Spirit”, we are committed to nurturing young individuals who think creatively and independently. Moreover, leveraging their wide-ranging educational experiences and cultural heritages, students are expected to enrich the NUCB student body with diverse and innovative approaches, paving the way to becoming pioneers in the future.



An Exceptional Student Experience

With its unique program structured around the case study method, the Global BBA equips you with skills across diverse fields, offering essential competencies for thriving in today’s dynamic global business landscape. The intimate class size, all-in-one campus, and tight-knit community lay the foundation for an exceptional student experience. Furthermore, as NUCB draws in exceptionally talented students from around the world, the NUCB Global BBA classroom consistently sets high standards, elevating its learning environment.



**Small
Class Size**




**All-in-one
Campus**



**Case
Method**

NUCB has greatly enhanced my adaptability and sociability by exposing me to diverse students, cultures, and backgrounds, making me more open and outgoing.

Nathanael 

Global BBA 2020
Hong Kong University of Science and Technology,
Exchange 2023-2024
Sekolah Citra Kasih High School Jakarta, Indonesia

98.4%

NUCB Success Rate of
Employment
2024 Graduates



A World-Class Education in a Multicultural Environment

GLOBAL BBA

Embark on your BBA journey at our idyllic Nisshin Campus, nestled in Nagoya's serene suburbs—an economic hub intertwined with automotive, aircraft, and industrial robot industries.

Our program provides a holistic grasp of business management and administration. The curriculum spans Mathematics, Economics, Accounting, Finance, Marketing, Entrepreneurship, Management, Sustainability, Law and Political Science. In the fourth year, students have the option to specialize across Digital Transformation, Sustainable Business, and Business Transformation. Adding to our program's distinction, you'll have the chance to create an Original Case - diverging from the traditional thesis route. Guided by a Case Advisor, you will acquire the essential skills to craft and cultivate your very own original case study.

Our academic framework is established on the quarter system, which divides the academic year into two semesters, comprising a total of four terms. This approach nurtures a focused and immersive learning experience where each class, with a duration of 200 minutes, is conducted within a single term over 7 weeks. Our calendar also includes a winter break starting in January for approximately 3 months.

CASE METHOD

At NUCB, the case method lies at the core of our academic experience. It immerses students in real-world scenarios, placing them in the roles of decision-makers. In our classrooms, they dissect intricate situations from genuine business challenges, formulate solutions, and engage in lively discussions alongside peers from diverse backgrounds.

The case method offers practical, real-world learning. It translates theoretical knowledge into applicable skills and fosters critical thinking, analytical abilities, and effective communication – all of which are crucial for a successful and rewarding career in a global business environment.

If you thrive on active participation and the excitement of overcoming challenges, the NUCB Global BBA program is an excellent fit.

Example Cases

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

Global BBA Curriculum



Global BBA Student Voices





NUCB
Undergraduate School
by the Numbers

2,500+

Students

400+


International Students

60+

Nationalities

*As of May 2024



Andrea 

Global BBA 2024
Copperfield College Australia

Global Campus, Global Talent

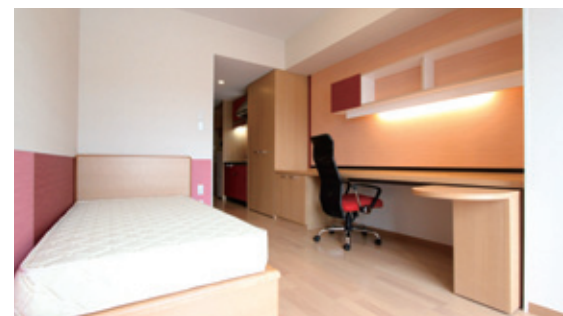
With representation from over 60 nationalities, NUCB Undergraduate School stands out as one of Japan's most diverse universities, as acknowledged by Times Higher Education (THE) Japan University Rankings. Positioned as Central Japan's top business school for its international atmosphere, our diverse classrooms cultivate broader perspectives, enhancing creativity, decision-making, and problem-solving skills vital for success in diverse workplaces.

After earning AACSB accreditation in 2006, NUCB established a Beta Gamma Sigma (BGS) chapter in 2023. Membership is extended to the top 10% of our graduating students. BGS membership offers recognition, access to a global network of business leaders, professional development opportunities, scholarships, educational resources, community service initiatives, and enhanced employability, making it an invaluable asset for aspiring business professionals.



International Dormitories

NUCB offers dormitories where Japanese and international students coexist, fostering an international community both on and off-campus. We consider living with students from diverse cultural backgrounds essential to the international experience. Dormitory residents come from various social, linguistic, cultural, and religious backgrounds, each with unique personalities and perspectives. Our goal extends beyond providing an optimal learning environment; we aim to offer a lifetime experience of forming deep friendships and daily interactions with individuals from diverse cultures, making your time here truly unforgettable.

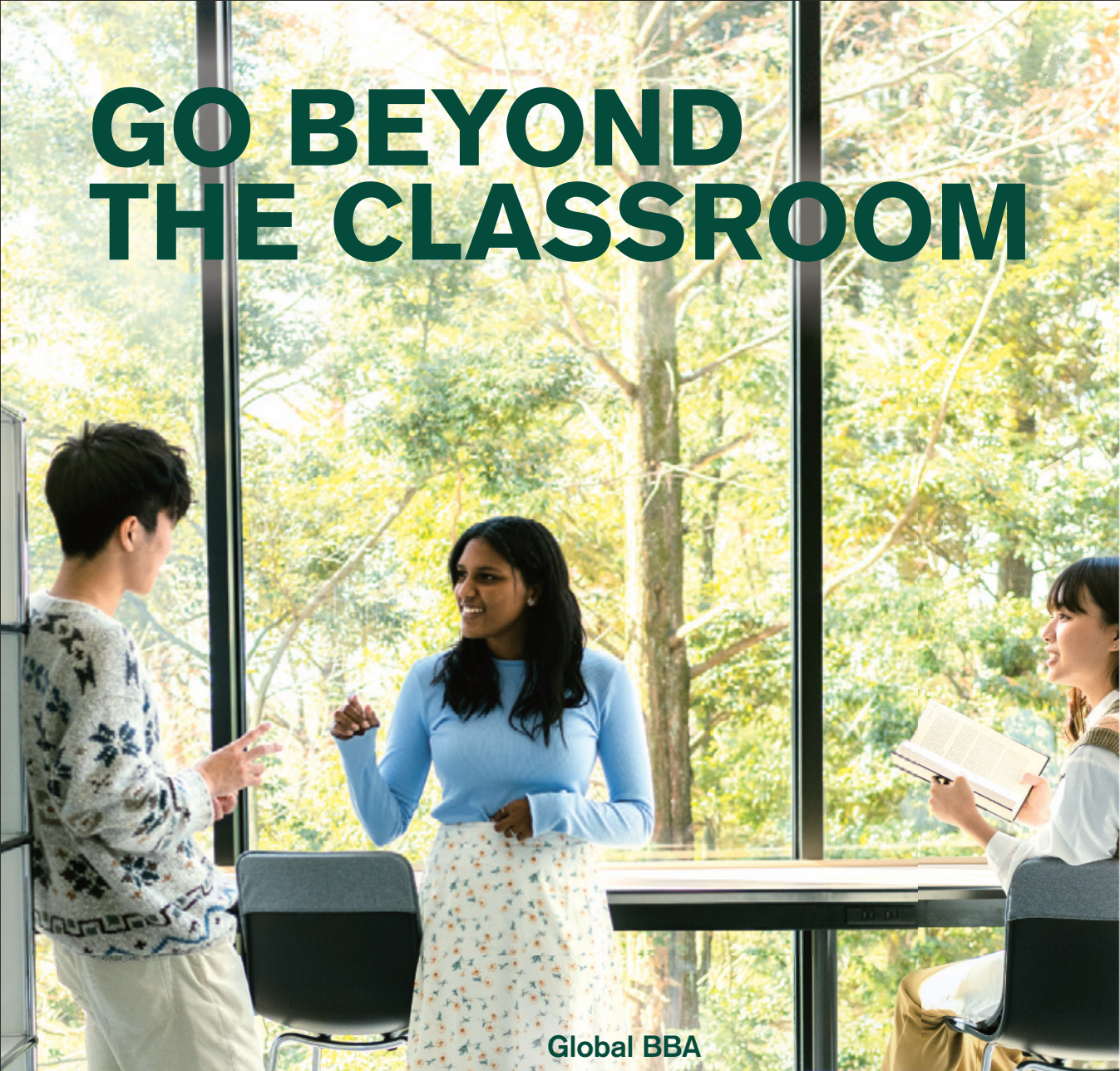


Meito



International House (for house supervisors)

GO BEYOND THE CLASSROOM



180+
Partner Schools

60+ Countries
7 Double Degree Partners

Global BBA

YEAR 1	S1	BUSINESS FUNDAMENTALS + LIBERAL ARTS		
	S2			
	SUMMER / SPRING BREAK		INTERNSHIP OR SHORT-TERM PROGRAMS	
YEAR 2	S3	BUSINESS FUNDAMENTALS		
	S4			INTERNATIONAL EXCHANGE
	SUMMER / SPRING BREAK		INTERNSHIP OR SHORT-TERM PROGRAMS	
YEAR 3	S5	BUSINESS CORE COURSES + FOCUSED PROGRAM COURSES		
	S6			INTERNATIONAL EXCHANGE
	SUMMER / SPRING BREAK		INTERNSHIP OR SHORT-TERM PROGRAMS	
YEAR 4	S7	SECTOR SPECIALIZATION + FOCUSED PROGRAM COURSES		
	S8		INTERNSHIP	INTERNATIONAL EXCHANGE
	SUMMER / SPRING BREAK		INTERNSHIP OR SHORT-TERM PROGRAMS	

*The blocks in white are optional

Global Partners

The international exchange program provides the opportunity to study abroad for a duration of 4 months to 1 full academic year per school. You can choose from our 187 partner schools located in 63 countries across the globe. Below are some of our notable partner schools with rankings in the top 200 in THE and QS World University Rankings.



AMERICAS

McMaster University

Western University

University of Alberta

University of Buenos Aires

OCEANIA & ASIA

Monash University

Hong Kong University of Science and Technology

Korea Advanced Institute of Science & Technology

The Chinese University of Hong Kong

Shanghai Jiao Tong University

University of Malaya

Seoul National University

EUROPE

Erasmus University Rotterdam

Lancaster University

Uppsala University

Maastricht University

University of Cologne

Aalto University

Groningen University

University of Copenhagen

Double Degree

This exceptional program provides an elevated international education experience and the chance to graduate with dual degrees from two countries in four years, boosting global business prospects.

International Programs



Scholarships

These top universities serve as excellent study abroad destinations, and as part of our partnership agreement, tuition fees are exempt for exchange or double degree programs. You only need to pay your regular tuition fee at our university. Additionally, there are scholarships available for round-trip airfare up to 150,000 JPY (arranged by our university).

World Standard Education

The NUCB Business School is the first and only Triple Crown Business School in Japan, placing it within the top 1% of business schools worldwide. It has consistently been ranked first in Japan by QS and FT, the world's top MBA rankings.

Through our internal recommendation system, students graduating from NUCB Undergraduate School are eligible for unique scholarships at NUCB Business School, including a substantial grant covering up to 50% of tuition fees, along with additional tuition reductions throughout the program based on academic achievement.




Learn from the Best

The faculty at NUCB surpasses rigorous international standards established by accreditation boards for practical experience in their academic domains and scholarly publications. Proficient in case method instruction, over 70% of our faculty hold doctoral degrees from esteemed institutions worldwide, such as Harvard, Carnegie Mellon, and the University of Melbourne.



Global BBA Course Examples

Doing Business in Japan

[M. Mohsin HAKEEM / Ph.D., Tohoku University] 

The course is designed to explain Japan's economic shift from the world's largest exporter of manufactured products to the consumer-based economy with huge demand for technologically advanced products. Topics from economic change to demographic change, manufacturing to value addition, homogeneity to diversity will be part of cases and discussions.

Digital Marketing

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

This course is designed to provide insights into some marketing strategies using Internet-based (digital) technologies. Through a combination of lectures, case studies, and course projects, students will develop a systematic understanding of digital marketing.

Big Data and Analytics

[Ricardo LIM / Ph.D., University of Southern California] 

Students start with a brief refresher on statistical concepts, and then jump to descriptive, predictive and prescriptive tools such as CLV, Monte Carlo simulations, SPC-SQC, OLS/Logistic regressions, and recommender systems. These tools are the simple precursors of many big data applications such as AI, Machine Learning, and Deep Learning.

New Business Development

[Hiroshi UCHIKOGA / MBA, Harvard Business School] 

The class will collaboratively explore new business development from organizational, technological, and strategic perspectives through case discussions. Emphasis will also be placed on mindfulness and personal aspects as foundational elements for entrepreneurial endeavors.

In our Global BBA program, diversity is not just a concept; it's a cornerstone of our education philosophy.

Louie WONG

Associate Dean, NUCB Business School

P.h.D. (City University of Hong Kong)

Research Interests: Management Information Systems, Digital Transformation, Knowledge Management