

NUCB Scholarships for Full-time International Students

NUCB may provide qualified full-time students with a scholarship by means of tuition reduction. Below is the list of assessment standards for each program. The screening process will be undertaken at the enrollment stage and an eligibility review is conducted every semester based on their academic performance. Please note that the following criteria are subject to review.

Undergraduate School

Tuition Reduction	Assessment Standards	
A 30% Tuition Reduction	Grade Point Average	3.0 or above
	Attendance Rate	100.0%
B 20% Tuition Reduction	Grade Point Average	2.85 or above
	Attendance Rate	98.0%
C 10% Tuition Reduction	Grade Point Average	2.65 or above
	Attendance Rate	95.0%

Graduate School

Prior to Enrollment

Tuition Reduction	Minimum Score for Application
A 60% Tuition Reduction	GMAT 720 or above
B 30% Tuition Reduction	GMAT 640 or above
C 10% Tuition Reduction	GMAT 560 or above

After Enrollment

Tuition Reduction	Assessment Standards	
A 60% Tuition Reduction	Required No. of Courses / Semester	Three or above
	Grade Point Average	3.60 or above
	Attendance Rate	100.0%
B 30% Tuition Reduction	Required No. of Courses / Semester	Three or above
	Grade Point Average	3.00 or above
	Attendance Rate	98.0%
C 10% Tuition Reduction	Required No. of Courses / Semester	Three or above
	Grade Point Average	2.65 or above
	Attendance Rate	95.0%

Nagoya University of Commerce & Business

Undergraduate School

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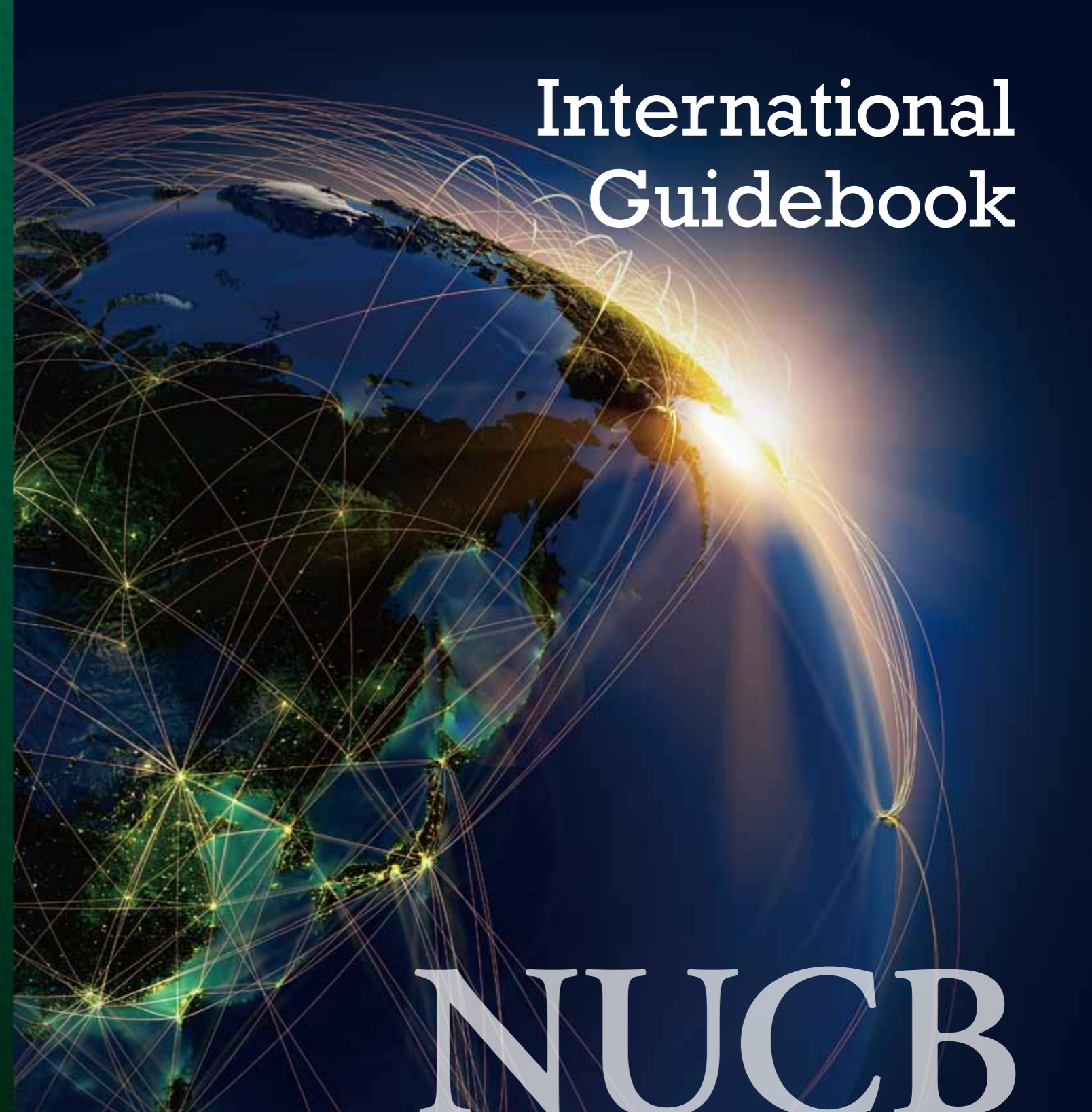
Graduate School

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<http://www.nucba.ac.jp/en/>



International Guidebook



NUCB

NAGOYA UNIVERSITY OF
COMMERCE & BUSINESS JAPAN





Towards Becoming a World-Class University

President
Dr. Hiroshi Kurimoto

Globalisation is rapidly spreading in the business world today. We believe that it is the responsibility of today's youth to respond to change, and to forge a whole new business on the global stage.

In order to meet this social need, universities are expected to engage in the cultivation of globally-minded citizens. NUCB, with its philosophy of "internationalisation," has created a variety of educational measures since its foundation. It is now accredited by the AACSB International (since April 2006), and was the first Japanese institution to receive accreditation from the AMBA (since April 2009). Furthermore, the MBA programs at NUCB ranked first in Asia in the Best Masters Ranking Worldwide 2014 and fourth in Japan in the 2013 Eduniversal Ranking. In addition to these accreditations, NUCB is collaborating with top universities overseas and offers the opportunity to learn at some of the leading business schools around the world.

NUCB is also actively conducting "Enrollment Management" - university management from the students' perspective - and is making the utmost effort to maintain and increase student satisfaction through the improvement of course content, teaching methods, and the support system available for students.

With the motto of "Frontier Spirit," NUCB continues to reinvent itself and aims to be a world-class institution.



Mission Statement

NUCB's mission is to develop leaders who, through a 'Frontier Spirit', are equipped to succeed in the globalised business reality. These leaders will have the ability to bridge the gap between New Asia and the rest of the world, and to bring innovation and high ethical standards to their management practices.

History

- 1953 Nagoya University of Commerce & Business founded
Department of Commerce under Faculty of Commerce established
- 1968 Relocation to Nisshin Campus
- 1976 Computer Center opened
- 1978 Central Information Center (main library) opened
- 1981 General Language Education Center opened
- 1988 Intelligent School Building (IS building) opened
- 1990 Graduate School (Japan's first Graduate School of Management Information) opened
- 1998 Faculty of Foreign Languages and Asian Studies established
CGC Building (Center for Global Communications) opened
New study abroad program (Frontier Spirit Program) established
- 2000 Millennium Gate (front gate) established
- 2001 Graduate School Fushimi Campus opened
- 2004 Graduate School of Management established
- 2005 Graduate School of Accounting & Finance established
New study abroad program (Gap Year Program) established
- 2006 Accredited by AACSB International
- 2007 Faculty of Management opened
- 2008 Faculty of Economics established
Department of International Studies established
Certified by Japan Institution for Higher Education Evaluation (JIHEE)
- 2009 Accredited by The Association of MBAs
Became Japan's first and only institution with dual accreditation
- 2010 NUCB Global Center opened
- 2011 Meito Dormitory opened
- 2012 Successfully maintained AACSB accreditation
Ranked No.1 in ASIA
NUCB Weekend MBA® was ranked 1st Asia in Eduniversal's "Best Masters Rankings 2013 - 2014."
- 2015 Nagoya Marunouchi Campus opened

95 Global Partners in 43 countries



【United Kingdom】 Strathclyde Business School, University of Strathclyde



【Sweden】 Lund University, School of Economics and Management



【Canada】 University of Alberta



【Hong Kong】 The Chinese University of Hong Kong



【Germany】 University of Mannheim Business School



【France】 EDHEC Business School Lille-Nice

Reaching out from Japan to the world

NUCB's network of global partnerships with the world's top universities enables students to acquire the key skills needed to succeed in business in a competitive environment. Activities with our partners include faculty and student exchanges as well as collaborative research, all of which ensure that NUCB continues to develop scholars with a broad global awareness, an international mindset, and a truly diverse academic experience.



【Brazil】 FGV-EAESP


Partner List November 2014

【United Kingdom】 The University of York EFL Unit / Japan Centre North West, The University of Manchester / Strathclyde Business School, University of Strathclyde 【Netherlands】 Maastricht University School of Business and Economics / RSM Erasmus University 【Austria】 WU (Vienna University of Economics and Business) 【Belgium】 Solvay Brussels School of Economics and Management - Universite Libre de Bruxelles 【Germany】 Leipzig Graduate School of Management / University of Munster / University of Mannheim Business School / EBS Business School, EBS Universität für Wirtschaft und Recht / Goethe University Frankfurt, Faculty of Economics and Business Administration 【Italy】 LUISS Business School / Università Commerciale Luigi Bocconi 【Czech Republic】 University of Economics, Prague 【Greece】 ALBA Graduate Business School 【France】 Grenoble Ecole de Management / ESCEM School of Business and Management / I' Institut d' Etudes Politiques de Lille / Burgundy School of Business / EMLYON Business School / NEOMA Business School / ESC Rennes School of Business / KEDGE Business School / ICN Business School / Audencia Nantes School of Management / EDHEC Business School Lille-Nice / IESEG School of Management 【Portugal】 Nova School of Business and Economics / Universidade Catolica Portuguesa School of Economics and Management 【Spain】 School of Economics and Business Administration of the University of Navarra / EADA Escuela de Alta Direccion y Administracion 【Norway】 BI Norwegian Business School / Norwegian School of Economics 【Sweden】 Uppsala University / Stockholm University School of Business / Lund University, School of Economics and Management 【Finland】 Aalto University School of Business 【Denmark】 Aarhus University School of Business and Social Sciences 【Kazakhstan】 University of International Business / Ryskulov Kazakh Economic University Business School / Almaty Management University / Central Asian Foundation for Management Development 【ISRAEL】 Tel Aviv University Recanati Business School 【Saudi Arabia】 Prince Sultan University / ESCA School of Mananievnt 【Egypt】 The American University in Cairo

【South Africa】 University of Stellenbosch Business School 【Lithuania】 ISM University of Management and Economics 【Poland】 Warsaw School of Economics / Kozminski University 【Estonia】 Tallinn University of Technology School of Economics and Business Administration / Estonian Business School / Zagreb School of Economics and Management 【Russia】 Lomonosov Moscow State University Business School / Stockholm School of Economics Russia 【Turkey】 Koc University / Bilkent University 【India】 S P Jain Institute of Management & Research / Management Development Institute / Indian Institute of Management, Calcutta / Xavier Institute of Management & Entrepreneurship 【China】 The Chinese University of Hong Kong / Beijing Foreign Studies University / College of Business, City University of Hong Kong / Antai College of Economics & Management, Shanghai Jiao Tong University / Jinan University / Business School, Sun Yat-sen University 【Chinese Taipei】 National Chengchi University, College of Commerce / National Taiwan University 【South Korea】 Seoul National University, College of Business Administration / Yonsei University Korean Language Institute / Asian Institute of Management 【Vietnam】 The University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City 【Thailand】 Chulalongkorn University Faculty of Economics / Sasin Graduate Institute of Business Administration of Chulalongkorn University / Thammasat University Faculty of Commerce and Accountancy 【Australia】 Monash University Faculty of Business and Economics / Queensland University of Technology 【Canada】 Queen's University / DeGroote School of Business, McMaster University / Universite Laval / University of Alberta 【United States】 Graziadio School of Business and Management, Pepperdine University / University of Illinois at Chicago Liataud Graduate School of Business / Shidler College of Business, The University of Hawaii at Manoa 【Costa Rica】 INCAE Business School 【México】 IPADE Business School / Instituto Tecnológico Autónomo de México (ITAM) 【Colombia】 Universidad de los Andes School of Management 【Argentina】 IAE Universidad Austral 【Brazil】 FGV-EAESP 【Peru】 Universidad ESAN / CENTRUM Católica, Pontificia Universidad Católica del Perú

Undergraduate Graduate

International Exchange Programme at NUCB

Available Language 



Programme Overview

NUCB offers exchange students from partner schools, both at the undergraduate and graduate level, the opportunity for an unforgettable study abroad experience. Our exchange programme is the most diverse of its kind in Japan in terms of the number of English-taught courses available, the diversity of our students, and the cultural experience opportunities provided by the university. A single-room dormitory is guaranteed for all exchange students, as well as financial support for selected students.

NUCB Scholarships

Housing Scholarship

NUCB provides housing scholarships to a certain number of exchange students each term. Many factors are taken into consideration for scholarship allocation, including students' GPA and their Letter of Motivation. Recipients are selected after arrival in Japan.

	Rent / Month	Housing Scholarship / Month
Chiyoda Dormitory	JPY 70,000 Including utility fees	JPY 40,000 or JPY 25,000 or 15,000
Meito Dormitory		
NUCB Global Center	JPY 85,000 Including utility fees	JPY 40,000 or JPY 30,000

as of 2014 Nov.

Flight Scholarship

NUCB provides exchange students from certain partner schools with a partial scholarship to help cover the cost of airfare. This scholarship is limited to one student per school, at a maximum amount of US \$800. To find out if your institution qualifies for this scholarship, please contact iac@nucba.ac.jp.

Cultural Enrichment Activities Organised by NUCB

The NUCB Center for International Affairs arranges approximately 10 comprehensive extra-curricular enrichment opportunities per a semester for our exchange students, in order to help students deepen their understanding of Japanese business practices and Japanese culture. Tour fees are often waived or subsidised by the university.

Student's Voice

Experience Japan, academically and culturally

"When I was considering studying abroad in Japan, NUCB really appealed to me because it has a good international reputation, a wide variety of course offerings, and the courses focusing on Asia sounded quite interesting. By studying at NUCB, you can experience the real Japan both academically and culturally through a variety of opportunities offered by the university."

Undergraduate
Annika Thamm 

Quick Facts

Semesters:
Spring: April - July
Fall: September - December
Course Hours: 100 min. × 14 classes
Credits: 1 course = 2 NUCB credits(3 ECTS)



Example of cultural trips / events

- Toyota Factory Visit
- Asahi Beer Factory Visit
- Buddhism Zen Trip
- Kyoto Trip
- Sumo Grand Tournament Exhibition
- World Heritage Site Tour - Shirakawa-go
- World Heritage Site Tour - Kumano Kodo
- Japanese tea ceremony / calligraphy
- Flower Arrangement
- Japanese Kindergarten Visit



95
Global
Partners
in 43 countries

1st 
in Japan,
8th in Asia
by Eduniversal Master Ranking 2014

40-50 courses
available
per a year

Rich in diversity

48
schools from
30
nationalities

NUCB
Exchange Programme
By the Numbers
2015

34
Double Degree
students

100
Exchange
students
at NUCB

90%
Faculty members
with Ph.Ds.

What can you study?

NUCB's international exchange students are enrolled in the Exchange Programme. This programme, taught both at the undergraduate and graduate level, is one of the largest English-taught business programmes in Japan.

This programme consists of approximately 20 - 25 courses per semester, with a total of 40 - 50 courses offered each year. Each semester a balance between business and liberal arts courses is offered in order to maximise the academic and cultural value of studying abroad. The majority of courses place an emphasis on the Japanese perspective of a topic, enabling students to attain new insights and knowledge that they would not be able to gain outside of Japan and Asia.

Examples of Past Courses

- Corporate Finance in Japan
- Marketing in a Changing Global Business Environment
- Special Topics on Doing Business in Asia
- Contemporary Japanese Culture
- Regional Studies on Japan and Asia Pacific
- Introduction to Investments in Japan
- Competing in Emerging Markets
- The Energy Business and Geopolitics
- Regional Studies on Japan & Asia Pacific
- Introductory Japanese 1 & 2

*Course syllabi are available on our website.

Language Learning Opportunities at NUCB

NUCB offers Japanese-language courses for exchange students at both the undergraduate and graduate level. These courses are divided into three categories: basic, intermediate, and advanced. There is also a non-credit Language Exchange Programme offered for undergraduate students at the Nisshin campus, which provides an opportunity for students to interact one-on-one with their Japanese peers. Participants in this program are able to study Japanese and learn about the culture while making friends.

Center for International Affairs

NUCB's Center for International Affairs (CIA) will provide full support throughout the time of your exchange at NUCB. The CIA will help you settle into your new environment, help to solve any problems that may arrive, provide academic advice, and ensure that you are able to get the most out of your time in Japan. To find out more about our exchange programmes, please visit our website or contact us via email.

Meet Our Faculty



Professor

Dr. Seiichiro Iwasawa

Dr. Iwasawa previously worked for Nomura Securities, the largest investment bank in Japan, as a securities analyst and an equity market strategist before joining NUCB. His main area of interest is behavioral economics and finance. He received his MBA at Boston University, and his Ph.D. in Economics at Harvard University.



Professor

Dr. Wiboon Kittilaksanawongwe

Dr. Kittilaksanawong received his Ph.D. in Management from National Taiwan University, and joined NUCB after teaching for four years at Zhejiang University and Zhejiang Gongshang University in China. He also has twelve years of practical management and consulting experience in multinational companies in Asia. His research interests include global business and strategy, business strategies in emerging markets, and international entrepreneurship.

Contact



<http://www.nucba.ac.jp/en/>

Undergraduate School
✉ iac@nucba.ac.jp

Graduate School
✉ mba@nucba.ac.jp

Faculty of Management

Organization and information in business

Management is a practical science closely related to business and society.

The Faculty of Management develops managers and entrepreneurs who will take an active role in the changing business environment. Students are taught the latest concepts in the major fields of business administration and how to utilise business information efficiently and wisely.

Available Language



Degree

B.A.



Faculty Overview

Department of Management

Students will learn how the ideal entity or industry should perform in order to respond to any changes that come their way. Students will study how an exemplary company is expected to perform by stakeholders and society alike, not only from the managerial perspective but also by considering the business within the wider framework of society at large. Through this style of learning, and by always considering company behavior in the context of the societies they serve, we develop business leaders with the ability to bring about a better future.

Department of Management Information Science

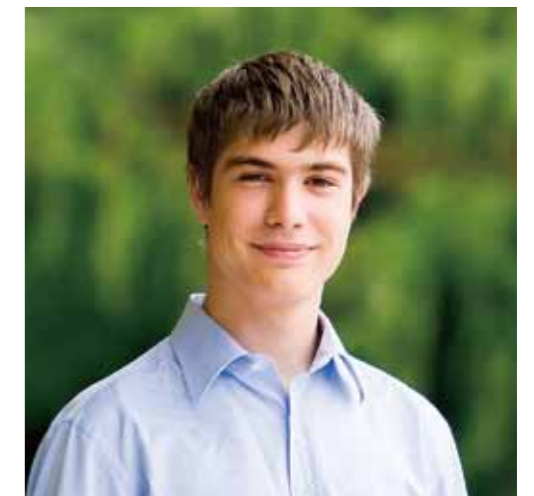
At a time when the Internet and instant access to information is ubiquitous in business, it is essential to have the skills to effectively collect and manage data, and also to be able to develop strategies by which it can be used to complement corporate management. Under the guidance of teachers coming from companies with excellent IT environments and rich practical experience, students learn about the design and method of operation of information systems useful to business management. They also cultivate their own specialized skills (programming, database management, network technology, information security, computer graphics, web design, etc.) required for that purpose.

Student's Voice

Developing close relationships

"In addition to its excellent facilities and large campus, the high quality of the teachers and the interactive classes are what motivated me to study hard. You will be able to enjoy a very good relationship between students, professors, and administrative staff. NUCB campus provides a friendly and welcoming atmosphere for people from various backgrounds. NUCB offers a diversified environment in terms of not only the curriculum but also personal interactions on the campus."

Undergraduate
Pierre Sicard



Faculty of Economics

Developing a global perspective

Economics is a science that has evolved for the purpose of building an affluent society through the study of the principles of economics. The Faculty of Economics covers topics including international economies, business trends, stock markets, financial policies, and population and environmental issues. Students are encouraged to verify and understand these issues from a theoretical perspective, while proposing appropriate solutions.

Available Language



Degree

B.A.



Faculty Overview

Department of Economics

The Department of Economics offers education that focuses on the study of market economies. Students primarily study business-to-business transactions, labor issues, financial transactions, behavioral economics, and environmental issues. The characteristic feature of this program is its “behavioral finance” curriculum, which tries to explain the various irrational behaviors of human beings using a psychological approach. This is in addition to the study of general economics, which is built on the presumption of rational behavior. Furthermore, the department focuses its efforts on developing students who are able to utilize their intellectual abilities in a strategic manner.

Department of Policy Management

Students will learn how national and local governments operate, and understand the functions public institutions perform. They are also encouraged to develop their understanding of various issues that affect society such as the market-economy principle, realities of business administration, utilisation of advanced technologies, international relations, and environmental concerns. In this department, students are expected to acquire a broad understanding of social issues, and gain sound and objective judgement. The Department of Policy Management cultivates the knowledge necessary for success in an era of uncertainty and globalisation, and the human resources required for the creation of a better society.

Student’s Voice

An experience beyond my expectation

“International accreditations from AACSB and AMBA and its high international ranking ensure that NUCB maintains an excellent standard in the teaching of business. This is the reason why I chose to study at NUCB. A variety of interesting activities, such as tea ceremony and local high-school visits, were prepared for the international students to learn about Japanese culture in depth. Located in the middle of Nagoya, easy access to other cultural sites provides the opportunity to experience Japan.”



Undergraduate
Minija Razaityte



Faculty of Commerce

Learn from complex business cases

There are many entities undergoing major reorganization by pursuing innovative change. In doing so they have increased interest in a modern version of “commercial science” - the ability to handle highly complex business contexts. The Faculty of Commerce has adopted an innovative approach, whereby students take a comprehensive course of accounting, finance, and marketing.

Available Language



Degree

B.A.



Faculty Overview

Department of Accounting & Finance

Under a unified undergraduate/graduate school system, we have introduced a curriculum whereby undergraduate students are exposed to graduate school courses, thus providing our students with an even more practical and sophisticated education than would be possible within an entirely undergraduate setting.

As a result, we offer an optimum learning environment to students who wish to enter the financial industry or highly professional jobs such as licensed tax accountancy, certified public accountancy and financial planning.

Department of Marketing

Practical ability in marketing is essential in order to look at the market effectively and find out consumers' real needs, embody them in products and services, develop/promote sales strategies for new products and services, and distribute them in the market.

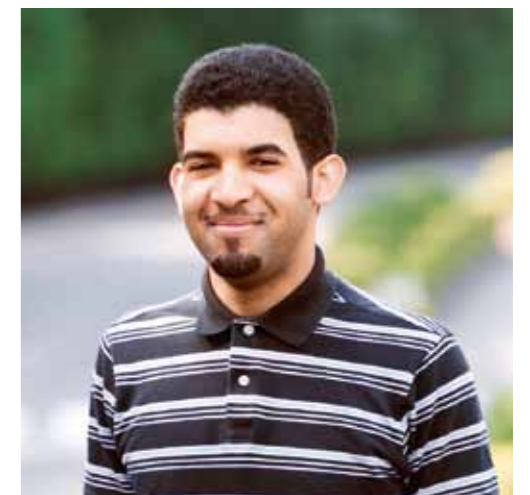
We not only offer theoretical studies but also develop the information utilisation, presentation and communication skills that are essential for marketing proficiency by making use of abundant practical examples, as well as cultivating a sense and practical eye for successful marketing.

Student's Voice

Strong background for success

“One of the great strengths of NUCB is that classes are participatory, independent, and cross-cultural, which I think would be difficult to experience in a big university. This experience of incorporating different ideas and coming up with solutions would be a strong advantage to succeed in business in the future. My future goal is to start a trading business and to act as a bridge between Saudi Arabia and Japanese companies.”

Undergraduate
Albisi Mohammed



Faculty of Communication

A cross-border context

In today's world, the social, cultural and economic activities surrounding human activities are highly diversified; there is an infinite complexity in issues such as environmental challenges and politics. In order for students to live wisely in this society, they must have the ability to grasp these global challenges and communicate effectively with people who hold different values.

Available Language



Degree

B.A.



Faculty Overview

Department of Global and Interdisciplinary Studies

This department aims at giving students a basic ability as a social person that is required by society by providing a liberal arts education which goes beyond the traditional areas of natural, social and human science. We also aim to develop graduates who understand society, knowledge about world affairs, and the ability to proactively participate in society.

Department of English Studies

Its goal is to develop a level of fluency in English that can be used for international business, in addition to general English conversational ability. Practical English language skills are acquired through expressing one's opinions in English, having discussions in English, organising one's thoughts in an essay, acquiring business manners, and preparing business documents in English.

For this purpose, small classes headed by native-speakers are offered, where lectures are given without using Japanese at all.

Student's Voice

Discussion-based lectures

"I heard about NUCB from my friend in Sweden who had studied at NUCB before. NUCB's discussion-based lectures are very practical and useful and the professors are fully supportive, providing students an opportunity to analyze business/economic questions that need to be answered to be competitive in today's global markets. This is what makes NUCB the best place to study business in Japan."

Undergraduate
David Torling



MBA Programmes

MBA Overview

Founded in 1990, the NUCB Graduate School (NGS) has become a leading international business school and the first and only MBA Programme in Japan accredited by both AACSB and AMBA. NGS offers highly innovative and rigorous MBA programmes. Our programmes were designed to provide ample opportunity for MBA candidates to develop the skills and thought processes necessary to effectively manage changing technological environments.

An integral part of our teaching and training approach to expose students to the social, environmental, political, ethical, and international factors shaping the global marketplace.

Extensive Career Support

Students have the opportunity to participate in recruiting activities on and off campus, including information sessions with recruiting agencies and employers who are highly interested in MBA graduates.



Programme Overview

Global Leader Programme



The programme curriculum is designed to train students to become a competitive leader in the global economy. Covering various fields required for a global leader, Asian perspectives related to business are reflected in all aspects of the curriculum.

The insight of global business practices provided by international business professionals makes this programme truly unique. Professors with years of hands-on business experience use the case study method to introduce numerous global business situations into the classroom. A 2-year programme, conducted fully in English, is also offered for applicants without work experience.

JAPAN 1st ASIA 8th 1 year 2 year Degree MBA MSc

Weekend MBA®



All classes are held on Saturdays and Sundays, enabling students to continue to conduct their daily business activities. At the same time, the focus is on practical content that the students can immediately apply in the workplace.

- General Manager Programme
- Business Innovation Programme
- Tax Accountant Programme



JAPAN 1st ASIA 1st

Student's Voice

Allowing You to Achieve Your Goals

"My passion and aspiration for Japanese manufacturing companies drove me to seek out a MBA program at a university located in the production heart of Japan - Aichi prefecture. NUCB has provided me with a genuine opportunity to pursue my goals in the diverse and inspiring environment offered by the GLP program. I deeply appreciate the support I have received from the school's faculty in helping me to set my priorities and engage in job-hunting activities in Japan. As a result, I was able to find a job with one of the leading manufacturers in Japan, and am applying the skills I learned at NUCB on a daily basis."



Global Leader Program 2013 graduates
Makita Corporation (Aichi, Japan)

Ivan Stefanov Petrov



Welcome to Nagoya, the Center of Japan



Nagoya Castle



Nagoya Port



Shirakawa-go



NUCB Global Center

The NUCB Global Center is a dormitory for graduate students, newly established in 2010. The facility has 44 single rooms and is also equipped with a seminar room, library, and fitness center.



Meito Dormitory

Single room, fully furnished including electric appliances. Built in 2013, in the eastern part of Nagoya, both regular Japanese undergraduate students and exchange students live in this dormitory.



Chiyoda Dormitory

Fully furnished, single-occupancy rooms create a comfortable living environment. Located in downtown Nagoya, NUCB's Chiyoda Dormitory is a three minute walk to the nearest subway station.

Greater Nagoya the Most Dynamic Region of Japan

Greater Nagoya is Japan's third largest metropolitan area after Tokyo and Osaka. Home to front-running companies such as Toyota, Greater Nagoya is clean, safe, and an exciting area to live in.

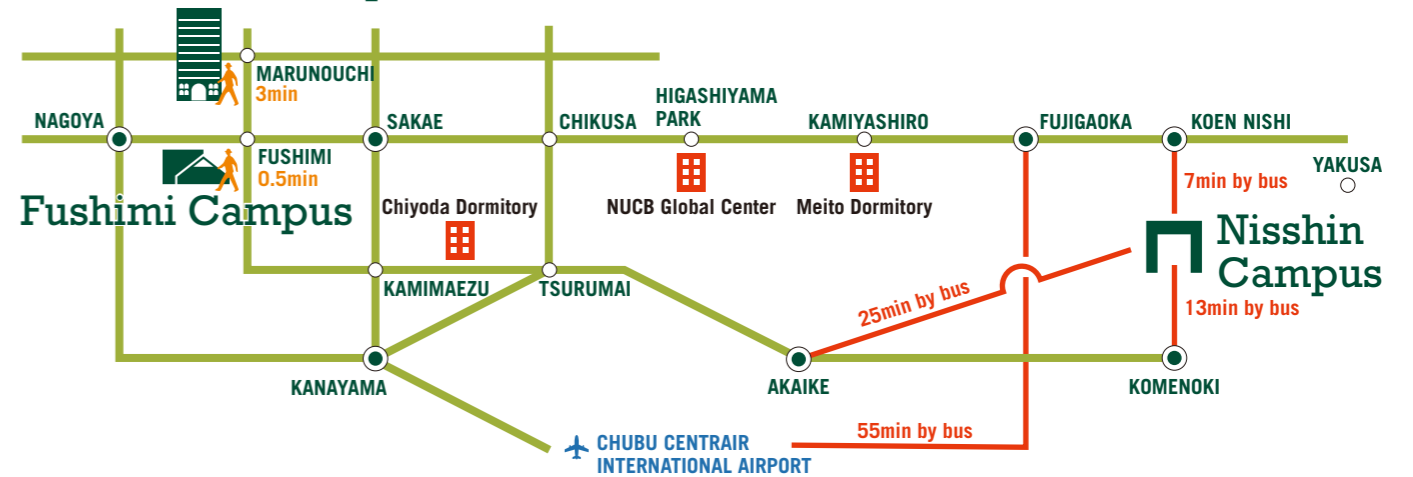
Located in central Japan, Greater Nagoya functions as the transportation hub of the country making travel to other destinations fast and easy. Moreover, because the area was once the home of warlords in Japan's ancient times, it is rich in historical sites and Japanese traditional culture, attracting many tourists. A World Heritage site, Shirakawa-go, is within easy reach, and the city of Kyoto is located only 35 minutes away by Shinkansen.

As such, Greater Nagoya is a place where a well-balanced synergy between modern and traditional cultures exist.



Access Map in Nagoya

Marunouchi Campus



Where You Learn



Nisshin Campus

Where world-class education becomes a reality



NAGOYA Marunouchi Campus
Scheduled for completion in 2015



Undergraduate School Campus

Relocated in 1968, NUCB Nisshin Campus serves as an excellent place of learning where students can acquire academic leadership skills and build new relationships. The campus covers an area of more than 700,000 square metres, which is equivalent in size to 16 Tokyo Domes.

Nisshin Campus is located in a natural setting, providing a calm and quiet environment that is very suitable for students to pursue their studies.

Graduate School Campus

While NUCB is based in the Greater Nagoya district, its graduate school campuses including two satellites are located in the heart of the three major metropolitan areas in Japan; Nagoya, Tokyo, and Osaka.

Each campus is located within a five minute walking distance from a major train station. The urban-based environment provides students with the opportunity to observe how Japanese business practices combine tradition with innovation.

