



Announcing the NUCB Online Winter Program

Business for a Better World

A joint collaboration between

NUCB Undergraduate School and NUCB Business School

exploring research and trends in sustainability & business

for bachelor- and master-level students of management

The NUCB Undergraduate School and the NUCB Business School are proud to jointly announce the launch of the first-ever NUCB Online Winter Program, ***Business for a Better World***. This Winter edition draws from the Online Summer Program's success earlier this August to provide international students with an opportunity for interaction and academic growth during their winter break, consisting of a week of 4 online lectures at both undergraduate and postgraduate levels, supplemented by 3 presentations from industry experts, 1 cultural experience and a group project that will reflect their future work environment.

Thorough analysis and discussion of shifts in consumer and organizational behavior toward the main pillars of sustainability will delve into the key factors informing the decisions of tomorrow's business leaders, such as the Sustainable Development Goals (SDG) and Environmental, Social and Governance (ESG) criteria.

Completion of the program will earn students academic credits (3 ECTS) and a Certificate of Completion, as well as an international network with participants and speakers from all over the world!



What are the benefits of this program?

- Discover the current trends and challenges toward sustainability
- Live and interactive sessions to engage in discussions
- Meet, listen and discuss with experts
- Make this the first step prior to coming to Japan in the near future
- Enjoy live interactions with participants from all over the world
- Group project to develop intercultural & decision-making competences
- Certificate of Completion and extra credits this winter

	Saturday, January 23rd	Monday, January 25th	Tuesday, January 26th	Wednesday, January 27th	Thursday, January 28th	Friday, January 29th
Morning	-	<i>Presentation</i> Speaker: Robin Lewis	<i>Presentation</i> Speaker: Peter Faulkner	<i>Cultural experience</i>	<i>Presentation</i> Speaker: Shingo Kamada	Group project
Afternoon (UG)	Orientation	<i>Lecture</i> Sustainable Financial Management Prof. Iwasawa	<i>Lecture</i> Social Value Creation and Profitability Prof. Qin	<i>Lecture</i> Sustainability & Regulatory Compliance Prof. Guo	<i>Lecture</i> Challenging the Supply Chain Prof. Wong	Group presentations
Afternoon (GS)	Welcome Party	<i>Lecture</i> Social Value Creation and Profitability Prof. Qin	<i>Lecture</i> Sustainable Financial Management Prof. Iwasawa	<i>Lecture</i> Challenging the Supply Chain Prof. Wong	<i>Lecture</i> Sustainability & Regulatory Compliance Prof. Guo	

Program Details

Duration: 6 days held over 1 week (*Jan. 23rd, Jan. 25th - Jan 29th*)

Awards:

- 2 NUCB credits = 3 ECTS credits
 - Certificate of Completion
 - Transcript of Grade

Fees:

- Students from our partner universities: 35,000 JPY
- Current exchange and Spring 2021 exchange students: 20,000 JPY

Nomination & Inquiry

Nomination Form

Nomination deadline: Jan. 8th

After you nominate your student(s), we will contact them directly with the application form (deadline - Jan. 15th) for the application process. As soon as everything is finalized, we will give students all the

information about payment (deadline - Jan. 20th) and how they can take part in the program when the time comes.

Inquiry Form

With a similar structure to our recently launched Online Summer Program and making it a joint collaboration between the NUCB Undergraduate School and the NUCB Business School, participants will explore a crucial topic that is particularly important for this era. Please share this information with your students and do not hesitate to let us know if you or your students have any questions. We are also available to talk more about this program over a Zoom meeting if you would like to.