

New Sustainable Growth

**NSG**  
GROUP

International  
students



**MBA**

Entrepreneur  
Incubation  
Entredesign

Guidebook for  
International Students



**事業創造大学院大学**

Graduate Institute for Entrepreneurial Studies

# A Graduate Institute to Train Management Specialists

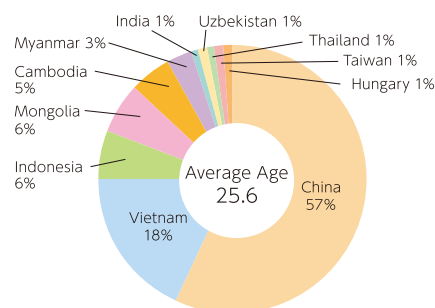
## I. Overview of the Graduate Institute for Entrepreneurial Studies

- (1) Field of study: Management (This Institute is a business school where students can gain a wide range of basic to specialized knowledge pertaining to management and management know-how)
- (2) Graduate Course·Name of Major: Graduate Course of Entrepreneurship·Professional Degree Program
- (3) Program: Professional Degree Program
- (4) Degree granted: MBA/Master of Business Administration (Professional career)
- (5) Location: 3-1-46 Yoneyama, Chuo-ku, Niigata-shi, Niigata, Japan
- (6) Standard years required for completion: 2
- (7) Student capacity: 80

## II. The Types of People that We are Looking to Cultivate

- (1) Entrepreneurs
- (2) Those belonging to a company aiming to start new ventures/make a change
- (3) Corporate managers/those with corporate managing positions
- (4) Business successors of companies
- (5) Successful future global business leaders

Countries of Origin of Our International Students



## What You Learn

- 1 The Graduate Institute for Entrepreneurial Studies is an institute which offers practical knowledge and professional expertise in business administration. Students learn comprehensive theories about “management strategies”, “marketing”, “financing”, “organizational management” etc., while also studying topics that are actually emerging in today’s business world, directly from professors with business backgrounds.

## Methods of Learning (Courses and Grading)

- 2 Courses will be conducted through lectures, question-and-answer sessions, discussions, presentations, etc., and vary depending on the nature of each course. Grading is based on daily participation in the classroom, assigned reports, and the student’s performance in the final exam.

## Drafting of a Business Plan

- 3 One of the merits of enrolling in our Institute is the drafting of a business plan. The truly distinctive feature of this Institute is that students get to produce not only a Master’s thesis but also a Business Plan in the course of their studies in management knowhow. The knowledge gained while planning and drawing up a business plan can be utilized in the future when starting up one’s own business as an entrepreneur, or when making new business expansion proposals at the company one belongs to. All instructions toward these goals are conducted in a small-classroom seminar format, and are headed by experienced business practitioners who will teach students practical skills.

## Globalizing Human Networks (Japanese students × international students)

- 4 At our Institute, besides our Japanese students, we also welcome international students from all over the world. Many of our Japanese students are at the forefront of business, working with various companies and industries while attending our Institute. Through Japanese students and international students learning together, a mutual learning process is created that involves the exchange of information and experiences—one that will, in the future, create a global network and become a valuable asset.

## Enrollment: Twice a Year-Spring (April) and Fall (October)

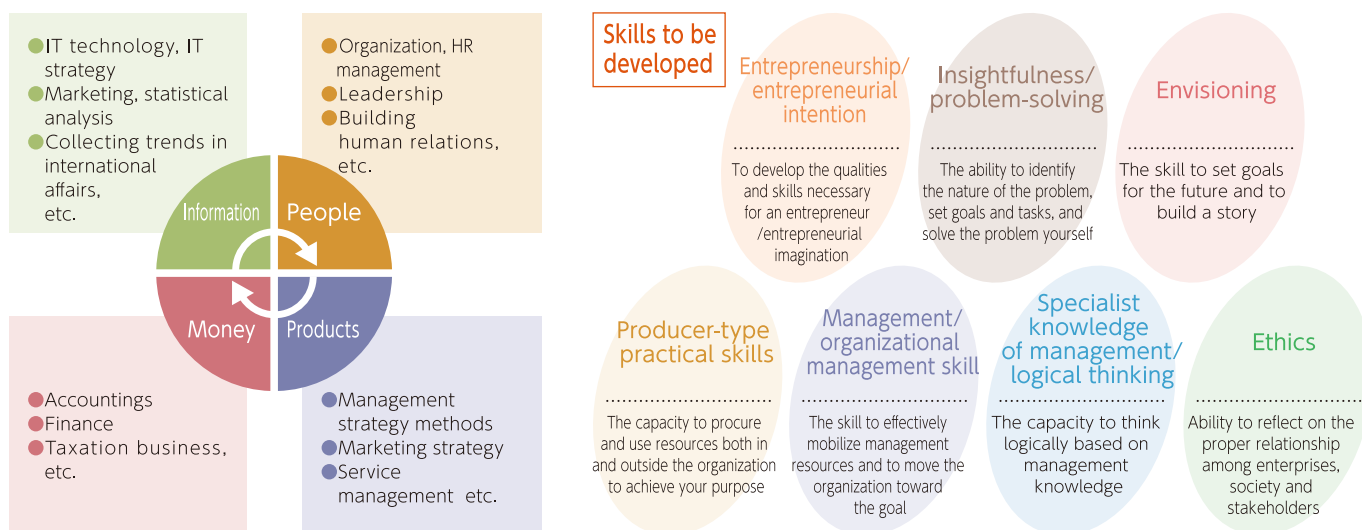
- 5 Depending on the students’ country of origin, graduation dates for universities vary. At our Institute, we have set up two different enrollment opportunities (spring enrollment or fall enrollment) in order to adjust the application process with respect to international students’ graduation times.

## Free Introductory Education Provided

- 6
  - PC literacy**  
Learn the basics of Excel, as well as the concepts necessary to handle major functions, analytical tools, and statistics
  - Basics of bookkeeping/ accounting**  
Learn about sales cost calculation and how to evaluate inventories, the contents of which are equivalent to the Official Business Skill Test in Bookkeeping, 3rd Grade
  - Japanese language class**  
To help you pass the Japanese Language Proficiency Test (JLPT), level N1 or higher, and to help you master conversational skills, enabling you to follow lectures
  - Special lectures**  
Well-known academics and managers from diverse industries deliver special lectures as guest lecturers
  - Career Support Office / free employment service**  
We collect recruitment information from across Japan, and introduce you to employment or internship opportunities

# Expertise and Skills Earned by Getting an MBA

MBA is an acronym for 'Master of Business Administration' and through its courses students will systematically learn themes pertaining to management for organizations such as people resources, products/services, money, and information technology



# Course Subjects and Requirements for Completion

## MBA curriculum

At the Institute, MBA (Professional career) will be awarded to students who have earned both the 34 or more credits from designated subjects necessary for completion and created a feasible business plan approved by internal review.

Field	Course Name	Field	Course Name
Basic Subjects	Survey of Business Administration	Basic Subjects	Management of Technology
	Corporate and Business Strategy		Basic Technology of Information Systems
	Marketing		Supply Chain Management
	Financial Accounting		Business Ethics
	Analysis of Financial Statements		The Method of Business Planning ※1
	Corporate Finance		Entrepreneurship
	Organization Theory/Organizational Behavior		Statistical Data Analysis
	Human Resource Management/Leadership		Managerial Accounting

Advanced Subjects		Advanced Subjects		
Advanced Subjects	Management Strategy	Entrepreneurship	Entrepreneur Finance	
			Corporate Venture Strategies	
			Entrepreneurial of Ventures	
			Advancement of Succession in SMEs,	
			Business Environments	Business in Global Economy
				Corporation law
				Regional Innovation
	Financial Affairs	Risk Management	Business Field Research	
		Tax Law I	Tourism Management	
		Tax Law II	Welfare Business	
Information Technology	Special Course in Tax Law	Sport Business		
	IT Solutions	Emerging Markets and Japanese Local Companies		
	Strategy of ICT Management			
	Artificial intelligence (AI) and its Applications			

Course titles in red are mandatory subjects

Seminars	Course Name
	Seminar I
	Seminar II ※4

- ※1 Please register in the first year
- ※2 Course not offered in 2020
- ※3 Course may not be offered in 2020.
- ※4 Conditional on having gained credits for Seminar 1

# Faculty



President, Professor  
Masakazu Sengoku

- Basic Technology of Information Systems



Vice President in Charge of Education, Dean, Professor  
Masayoshi Soutome

- Corporate and Business Strategy
- Business Model Innovation
- Seminar I, II



Vice President in Charge of Regional/International Affairs, Professor  
Eiko Tomiyama

- Marketing
- Global Marketing
- Seminar I, II



Vice President in Charge of Industry-University Collaboration, Professor  
Tatsuya Kuroda



Professor  
Akira Otsuka

- IT Solutions
- Strategy of ICT Management
- AI and its Applications
- Seminar I, II



Professor  
Kouichi Karaki

- Corporate Finance
- Entrepreneur Finance
- Seminar I, II



Professor  
Nobuyuki Kishida

- Entrepreneurship
- Corporate Venture Strategies
- Seminar I, II



Professor  
Fumihiko Komamiya

- Seminar I, II



Professor  
Yasuhiro Satomi

- Business in Global Economy
- Advancement of Succession in SMEs
- Seminar I, II



Professor  
Hitoshi Sugimoto

- The Method of Business Planning
- Seminar I, II



Professor  
Hiroyuki Takahashi

- Seminar I



Professor  
Nobuyuki Hata

- Regional Innovation



Professor  
Toshiro Miyajima

- Strategy Case Study
- Business Field Research
- Seminar I, II



Associate Professor  
Hiroki Suzuki

- Financial Accounting
- Business Ethics
- Seminar I, II



Associate Professor  
Yuya Suzuki

- Tax Law I
- Tax Law II
- Seminar I, II



Lecturer  
Jin Honghua

- Managerial Accounting
- Analysis of Financial Statements
- Seminar I, II

## Our Expanding International Partner Universities

The number of Universities that enter into a partnership with our Institute is growing every year. Aside from regions in Asia such as China and the ASEAN members, we have developed partnerships with locations in European countries including Italy and Hungary, as well as locations in Russia's Far East. Our plans are to accept outstanding students from more and more new locations around the globe.

### 40 Universities in 14 Countries

	Italy	University of Turin		China	Yanbian University / Dalian University Yancheng Teachers University
	India	Tilak Maharashtra Vidyapeeth		Hungary	Budapest Business School / Dharma Gate Buddhist College Károli Gáspár University of the Reformed Church in Hungary Eötvös Loránd University
	Indonesia	Darma Presada University / Udayana University Mahasaraswati University of Denpasar		Vietnam	Foreign Trade University / Foreign Trade University, Ho Chi Minh City Campus Hanoi University / University of Languages and International Studies, VNU Hue University College of Foreign Languages / The University of Da Nang, University of Foreign Language Studies / Thang Long University
	Ukraine	National Technical University of Ukraine*Igor Sikorsky Kiev Polytechnic Institute* University (Kyiv School of Economics)		Mongolia	National University of Mongolia Business school /school of Arts and Sciences Mongolian University of Science and Technology University of Finance and Economics,Mongolia / Graduate University of Mongolia
	Kazakhstan	Al-Farabi Kazakh National University Kazakh Ablai Khan University of International Relations and World Languages		Russia	Saint-Petersburg Institute of International Trade, Economics and Law / Vladivostok State University of Economics and Service / Far-Eastern State University of the Humanities Khabarovsk State Academy of Economics and Law / Maritime State University Named After Admiral.G.I. Nevelskoy / Far Eastern Federal University
	Korea	Woosuk University			
	Cambodia	Royal University of Phnom Penh / Cambodian Mekong University			
	Slovakia	Faculty of Arts, Comenius University / Pan-European University			
	Thailand	University of the Thai Chamber of Commerce / Thai-Nichi Institute of Technology			

# Messages from International Students



Want to start a privately-run home for the elderly in Bali based on a Japanese business model

Ni Luh Putu Miraheni

From Mahasaraswati University of Denpasar, Indonesia (Enrolled in October 2018)

As the Balinese lifestyle has started to change in response to modernization and globalization, more and more families cannot afford to take care of their elderly parents. In this context, I believe the Japanese business model of a small-scale, multi-functional in-home care service will be useful in the future aging society. One of my dreams is to open a privately-run nursing home as a new form of a home for the elderly in Bali, drawing on the Japanese style business model so that both parents and children can be happy as their parents enjoy the rest of their life in comfort.



Aiming to act as a liaison in business between Mongolia and Japan

Zagdkhorol Tsembeldulam

From National University of Mongolia, Mongolia (Enrolled in October 2018)

In the present situation, where it is clear that conventional forms of business can no longer provide an adequate response amid the rapid momentum of progress in technological innovations and globalization, not only in IT but in a wide range of fields, I would like to be a leader who can carry out analysis and evaluation of the current situation and determine new values. I would like to understand diverse values in business, to be sensitive to needs, and to act as a liaison in business between Mongolia and Japan.



Working on a project to develop human resources in welfare in China, making the most of the knowledge and connections I have gained here

Wang Chenhuan

From Yanbian University, China (Enrolled in October 2018)

In the future, I would like to find a job in Japan to carry out the business plan I developed in the Institute. While Chinese society is also aging fast, it lags behind Japan in developing human resources in welfare. Upon graduation, I would first like to find a job in a company providing care to learn about the realities of the job. Then, I would like to work on a project to develop human resources in collaboration with specialized welfare schools in China, making the most of knowledge and connections I will have gained while studying in Japan.



I am convinced that the knowledge of management strategy and service management I will learn at the Institute will help me realize my future dreams.

Anvarov Zafar

From Jizzakh Polytechnical Institute, Uzbekistan (Enrolled in April 2019)

There is no one who does not have a dream in the world. I have many dreams. One of them is to set up my own business dealing with trade in the future. This is because I am very interested in trade. Knowledge about management strategy, marketing, risk management, and service management will certainly help me realize my dreams in the future. Upon graduation, I would like to find a job with a company dealing with international trade in Japan to develop my capacity further.



My ambition is to establish a Japanese language center in Vietnam in order not only to develop highly-skilled human resources but also to match highly-skilled Vietnamese professionals with Japanese businesses.

Doan Thi Hong Tham

From Foreign Trade University, Vietnam (Enrolled in April 2019)

I want to be in a position in the future to contribute to both Vietnam and Japan. I intend to establish an online Japanese language center in Vietnam utilizing the Internet. My ambition is not only to develop highly-skilled human resources fluent in Japanese but also to match highly-skilled Vietnamese professionals with Japanese enterprises via the Internet. I will use the management strategies, and marketing and service management know-how acquired at the Institute in order to compile a brilliant business plan, acquire adequate knowledge and skills, and fulfill my dreams.



I would like to make the most of the knowledge I have gained here in business and for diplomatic relations between Japan and Hungary.

Nemeth Vivien

From Eötvös Loránd University, Hungary (Enrolled in October 2018)

As I have always been interested in medicine due to my family background, I would like to conduct a comparative analysis of national health insurance in the welfare systems of Hungary and that of Japan to produce a research article focusing on the reform of the medical system in Hungary, which I would like to submit as a proposal. Furthermore, I would like to use the knowledge I have gained at the Institute to improve not only the business relationship, but also the diplomatic relationship, between Japan and Hungary but also the diplomatic one.



Wanting to set up a unique Japanese Business Training school to develop human resources that meets the needs of Cambodian students.

Prum Theara

From Royal University of Phnom Penh, Cambodia (Enrolled in October 2018)

In the future, I want to open "Japanese Business Human Resource Training School" to develop human resources. To work toward this goal, at present, I am not only gaining a basic knowledge of business at the Institute but also attending special lectures that equip me with the knowledge necessary for my goal of establishing a unique school that meets the needs of Cambodian students. I am also developing a business plan in consultation with my seminar tutor.



Actively participating in entrepreneurship seminars and lectures

Suppawit Paisitanan

From Thai-Nichi Institute of Technology, Thailand (Enrolled in April 2019)

When I was in my fourth year at the university, I decided to study further to expand my learning about business so that I could one day begin my own business. My goals are to interact with as diverse a range of people as possible, to learn more about management, and to actively participate in entrepreneurship seminars and lectures. I also aim to pass the Official Business Skill Test in Bookkeeping, 3rd Grade, and find employment with a Japanese company.



By accumulating knowledge of management and learning about Japan's unique management style and etiquette, I want to introduce best practices into solving water problems in India in the future.

Todkari Srushti Shrikant

From Tilak Maharashtra Vidyapeeth, India (Enrolled in October 2019)

Since up to now I have never studied management or had any experience of it, I want to take courses in business strategy and risk management at the Institute in order to gain knowledge about management and discover Japan's unique management style and etiquette. Also, I would like to learn about maintenance and expertise in Japanese water utilities. Then, I hope to get a job with a Japanese company. I would like to compare the strategies of local authorities with the strategies of private companies involved in the water business in order to analyze and study them. In the future I would like to introduce best practice into solving water problems in India.



I would like to know more about management and economics and acquire the abilities needed for problem-solving so that in the future I can create a production factory in Myanmar.

Nyi Ye Htet

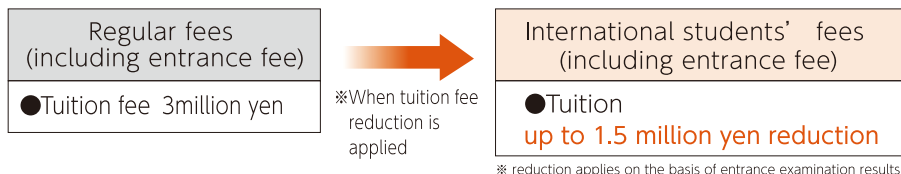
From Mandalay University of Foreign Languages, Myanmar (Enrolled in October 2019)

After graduating, I worked in a local Japanese enterprise in Myanmar. I realised that in an actual business situation, not only knowledge of languages, but also knowledge of economics, the power to innovate and the ability to grasp contemporary trends are also important. Human resources capable of responding to the changing world economy are also needed. For this reason, I decided to enroll at this Institute to know more about management and economics and acquire the abilities needed for problem-solving. That was why I enrolled at the Institute. In the future I hope to create a production factory in Myanmar.

# Wide-range Support for International Students

## Tuition: Our Institute's Tuition Exemption/Reduction System

Our Institute offers a tuition exemption/reduction system to give financial aid for international students who have educational goals that are in line with our founding principles, and who have shown themselves to have outstanding character and clear goals after attaining of their MBAs.



## Scholarships: From Application to Attainment, We Provide Thorough Support

### Major Scholarships ( Examples )

Organization Name	Name of Scholarship	Amount ※	Terms ※
JASSO Japan Student Services Organization	Overseas Students Enrollment Promotion Program	48,000 yen/month	1 year
Heiwa Nakajima Foundation	Scholarship for Foreign Students	100,000 yen/month	1 year
Rotary Yoneyama Memorial Foundation	Rotary Yoneyama Memorial Scholarship	140,000 yen/month	2 years
SGH Foundation	Scholarship for Privately Financed International Students	100,000 yen/month	2 years
Kyoritsu International Foundation	Kyoritsu Foundation Scholarship	100,000 yen/month	2 years

※Scholarship amounts and terms may vary by year and enrollment semester.

#### Granted the Rotary Yoneyama Memorial Foundation Scholarship

#### Granted Hashiya Foundation Scholarship



**Nay Nwe Nyein Thu**  
From Yangon University of Foreign Languages, Myanmar  
(Enrolled in April 2019)



**Vann Chanthy**  
From Royal University of Phnom Penn, Cambodia  
(Enrolled in April 2020)



**Maulida Purwanti**  
From Mahasaraswati University of Denpasar, Indonesia  
(Enrolled in April 2019)

## Introducing Safe and Convenient Housing and Apartments

For international students who are coming to Japan for the first time, or for students who are moving to Niigata from different prefectures in Japan, we helps them find suitable apartments at an affordable cost. We have many property suggestions from real estate agents working with our Institute, who can provide safe and reliable housing options.

### 1-person Residence



[Rent] 34,000 yen/month per person

About 20 minutes on foot to the Institute

About 10 minutes by bicycle to the Institute

**Nadia Dyah Prawita**  
From Universitas Negeri Jakarta, Indonesia (Enrolled in April 2019)

### 2-person Residence



[Rent] 28,000 yen/month per person

About 15 minutes on foot to the Institute

About 7 minutes by bicycle to the Institute

**Chen Chang**  
From Zhejiang Yuexiu University of Foreign Languages, China  
(Enrolled in April 2019)

**Chen Ziyang**  
From Nanfang College of Sun Yat-sen University, China  
(Enrolled in April 2019)

## Regarding Part-time Jobs

As the Graduate Institute for Entrepreneurial Studies is a seven-minute walk from Niigata Station, in the center of the city, our students can easily find part-time work. Most of our students are engaged in restaurant, service/ office work, among others, alongside their studies.

Examples of part-time work for enrolled students	Hotel	Convenience Store	Bar/Restaurant
	Office Work	Sports Gym	
	English Conversation School	Other	

## Living Cost Guidelines (1 month)

Example of average income		Example of average expenses	
Monetary Support from Home	10,000 yen	Rent	35,000 yen
Part-time job	60,000 yen	Heat, light, and water	5,000 yen
		Mobile phone, other	10,000 yen
		Food	20,000 yen
<b>Total</b>	<b>70,000 yen</b>	<b>Total</b>	<b>70,000 yen</b>

※These are average calculations and amounts may differ depending on individual situations.

# Achieving Results in Business and Employment

The Institute actively supports students to set up businesses through such facilities as special courses for entrepreneurs and an entrepreneurial preparation office on campus. Our Institute offers a "Career Support Office" and a "free Career Recommendation Center" to support our international students who wish to be employed and actively look for work in Japan. We are also strengthening our employment guidance efforts by collecting information not only in Niigata but also throughout Japan, and promoting the introduction of employment opportunities and internships through individual interviews with international students. We have been developing on job offers from Japanese companies that have made business expansion into the country of the students' origin.

Business start-up



**President and  
CEO, ACE  
Co. Ltd.**

Business

Legal consulting, mergers and acquisitions,  
Japanese-style kindergarten management

**Nguyen Duy Tuan**

From Foreign Trade University, Vietnam  
(Acquired MBA in March 2012)

Business start-up



**Rebo**

Business

Image Production

**Dody Afrizal**

From Mahasaraswati University of Denpasar, Indonesia  
(Acquired MBA in March 2019)

Business start-up



**Cam Realty  
Service**

Business

Real Estate Agent

**Oeurn Theara**

From Cambodian Mekong University, Cambodia  
(Acquired MBA in March 2019)

Employed



**Tele Park  
Co., Ltd.**

Business

Selling and maintenance, etc.  
of communication  
OA equipment

**Luvsanjav Naranzul**

From Soyol Erdem University, Mongolia  
(Acquired MBA in September 2019)

Employed



**Nomura  
Securities  
Co., Ltd.**

Business

Securities business

**Zhang Xin**

From Hainan University, China  
(Acquired MBA in March 2020)

Employed



**Niigata Kubota  
Co., Ltd.**

Business

Kubota agricultural machinery, engines,  
agricultural facility machinery,  
construction machinery, residential  
equipment, revegetation machinery, etc.

**Baubekkyzy Zhansaya**

From Al-Farabi Kazakh National University  
Graduate School, Kazakhstan  
(Acquired MBA in March 2020)

Employed



**Konoike  
Transportation  
Co., Ltd.**

Business

Contracting services,  
distribution services, etc.

**Hoang Thi Hanh Le**

From Hanoi University Graduate School, Vietnam  
(Acquired MBA in September 2019)

Employed



**Barilla Japan  
Co., Ltd.**

Business

Food business including  
manufacture of pasta products

**Rotini Federica**

From University of Turin Graduate School, Italy  
(Acquired MBA in September 2019)

Employed



**HIS Co., Ltd.**

Business

Travel and hotel business, etc.

**Rajadhyaksha Shalmali Shailesh**

From Tilak Maharashtra Vidyapeeth, India  
(Acquired MBA in September 2019)

Employed



**BOT Lease  
Co., Ltd  
(Mitsubishi UFJ  
Financial Group)**

Business

Property rental, installment loan  
business, admin. services, etc.

**Hoang The Hung**

From Foreign Trade University, Vietnam  
(Acquired MBA in March 2017)

Employed



**Consulate-General  
of the Republic  
of Korea  
in Niigata**

Business

Consular and visa services

**Han Jisoo**

From Wonkwang University, Republic of Korea  
(Acquired MBA in March 2015)

Employed



**Hoshino  
Resorts**

Business

Resort hotel business, etc.

**Duong Thu Hae**

From Hanoi University, Vietnam  
(Acquired MBA in March 2019)

# Applying to Our Institute

## Application Eligibility

Applicants who meet all the following qualifications under (1) and (2) are eligible to apply.

(1) Obtained Japanese Language Proficiency Test (JLPT) N2 or above, or equivalent to 220+ points in the Examination for Japanese University Admission for International Students (EJU), Japanese as a Foreign Language subject test (excluding the writing test)

(2) Fall under either of the following:

- ① Must have graduated and received a bachelor's degree or other equivalent degree (recipients of a 3-year university degree from China, a specialized course, are not eligible).
- ② Must be at least 22 years of age, and at the time of application have at least 2 years of practical experience at companies/organizations, etc.

## Outline and Eligibility Requirements for Entrance Exams

Exam categories	Exam types	Test method				Eligible Individuals
		Doc. review	Written exam	Task-based test	Interview	
Entrance exam of exchange agreement schools	Entrance exam with recommendation of exchange agreement schools	○			○	Applicants who graduated within the last five years (or will graduate) from a university with an exchange agreement with the Institute, and have been nominated by the university
Entrance exam of designated schools	Entrance exam with recommendation of designated schools	○			○	Applicants who graduated within the last five years (or will graduate) from a university designated by the Institute, and have been nominated by the university
Entrance exam for working adult	Entrance exam with recommendation of company	○			○	Applicants who have over two years of practical business experience, and have been nominated by their current company, corporation, government office, etc.
	Entrance exam for working adult	○	○	※	○	Applicants who have over two years of practical business experience
General entrance exam	General entrance exam	○	○	※	○	Applicants who have less than two years of practical business experience, and do not qualify for admission via recommendation

※Graduates from schools with an exchange agreement or designated schools, who do not or cannot receive a recommendation for examination as a selected candidate, will take a Task-based test instead of a Written exam.

## 3 Exam Fee: 35,000 yen

## Exam Locations

- 1) Overseas entrance exams: At locations designated by the institute (partner universities, or public facilities, hotels or convention centers at its country of origin), or directly by Internet link with the Institute.
- 2) Entrance exams in Japan: Take place at the Institute or location designated by the Institute.

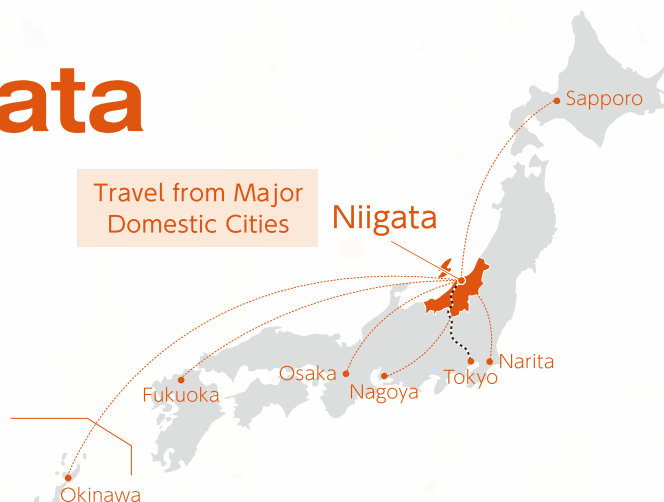
# Access to Niigata

There is easy access to Niigata city where the Institute is located, by using the airport or the Shinkansen from Tokyo or other metropolitan areas.

### Estimated Flight Times

- Narita ..... 65 minutes
- Fukuoka ..... 110 minutes
- Nagoya ..... 65 minutes
- Sapporo ..... 75 minutes
- Osaka ..... 65 minutes
- Tokyo ..... 100 minutes
- Okinawa ..... 180 minutes

### Estimated Travel Time on Shinkansen



## Graduate Institute for Entrepreneurial Studies

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