

NUCB



Undergraduate
School

NUCB GRADUATE
SCHOOL OF
MANAGEMENT
**BUSINESS
SCHOOL**

Present the NUCB Virtual Winter Program

Entrepreneurial Thinking

The NUCB Undergraduate School and the NUCB Business School are proud to continue their joint cooperation of offering seasonal short-term programs with the Virtual Winter Program, **Entrepreneurial Thinking**. Providing an opportunity for interaction and academic growth during the winter break, the program consists of a week of lectures for bachelor and master (MSc) students, supplemented by presentations from industry experts and culminating in a final group project and presentation.

Much is made of the incredible ability to uniquely identify ripe opportunities for innovation that has been

exhibited by the world's most successful entrepreneurs. By establishing **a model for this dynamic capability, innovating application of resources, technologies, and behavioral tools** toward advantageous ends, this program aims to demystify the keys to their success. The sessions throughout the program will empower participants to articulate novel insights and exploit opportunities of their own discovery.

Completion of the program will earn participants academic credits 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 entrepreneur's mindset and tools to find new insights
- Make this the first step prior to coming to Japan in the near future
- Ideal to maximize opportunities during quarantine period
- Enjoy live interactions with experts and participants from all over the world
- Group project to develop intercultural & decision-making competences
- Certificate of Completion and extra credits this winter

Day	Day 0 Friday, January 21	Day 1 Monday, January 24	Day 2 Tuesday, January 25	Day 3 Wednesday, January 26	Day 4 Thursday, January 27	Day 5 Monday, January 31
AM Session	15:00 - 17:00	11:00 - 12:40 Presentation: <i>Startup Ecosystem</i>	11:00 - 12:40 Workshop: <i>Learn to Pitch</i>	11:00 - 12:40 Presentation: <i>Tech for Social Entrepreneurship</i>	11:00 - 12:40 Presentation: <i>Future of Entertainment Industry</i>	11:00 - 17:50
PM Session	Orientation & Welcome Party	13:40 - 17:20 Lecture: <i>Insights from Entrepreneurs</i> Prof. Lim	13:40 - 17:20 Lecture: <i>Innovative Application of Resources</i> Prof. Goi	13:40 - 17:20 Lecture: <i>Leveraging Technology for Innovation</i> Prof. Wong	13:40 - 17:20 Lecture: <i>Gaining Behavioral Insights and Nudging</i> Prof. Qin	Group Project & Presentation

Program Details

Duration: 6 days (Jan. 21st: orientation, 24th - 27th: lectures & presentations, 31st: final project)

Awards:

- 3 ECTS credits (2 NUCB credits)
- Certificate of Completion
- Transcript of Grades

Program fee:

- Students from partner universities: 35,000 JPY
- Past/current exchange and Spring 2022 exchange students: 20,000 JPY
- Past short-term program participants: 20,000 JPY

Syllabus: [Click here to access the program's syllabus.](#)

Nomination Form

Nomination & Inquiries

After you nominate your student(s), we will contact them with the application form & payment link to complete the application and payment (deadline - January 16th). Once everything is finalized, we will share all the information about the program's platform and how everything will be organized.

Nomination deadline: January 09th (Sunday)

Application & Payment deadline: January 16th (Sunday)

Read Testimonials of past Short-term Programs

This program draws from the success of our seasonal short-term programs and participants will now dwell into a topic that is befitting of what is considered as the golden era of entrepreneurship. Leveraging technology, purposefully adopting the use of resources, gaining behavioral insights, participants will become able to adopt a mindset that enables them to be innovative in order to find new insights and create new values.

Please share this information with your students and contact us through the form below for your inquiries.

Inquiry Form

Lecturers



Insights from Entrepreneurs

[Prof. Ricardo Lim](#)



Innovative Application of Resources

[Prof. Goi Hoe Chin](#)



Leveraging Technology for Innovation

[Prof. Louie Wong](#)



Gaining Behavioral Insights and Nudging

[Prof. Dan Qin](#)