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WASEDA University

# WASEDA Business School

**WBS**  
Tokyo, Japan

No.1 Business School in Japan, TOP25 in Asia-Pacific\*



*Actionable knowledge  
unlocks your potential.*

**2015 ADMISSIONS**

\*QS Global MBA Ranking(2013)

# OUR MISSION

The mission of WASEDA Business School is to create actionable management knowledge and to develop insightful leaders who shape the future.

Here, we foster a dynamic learning community of faculty and students.

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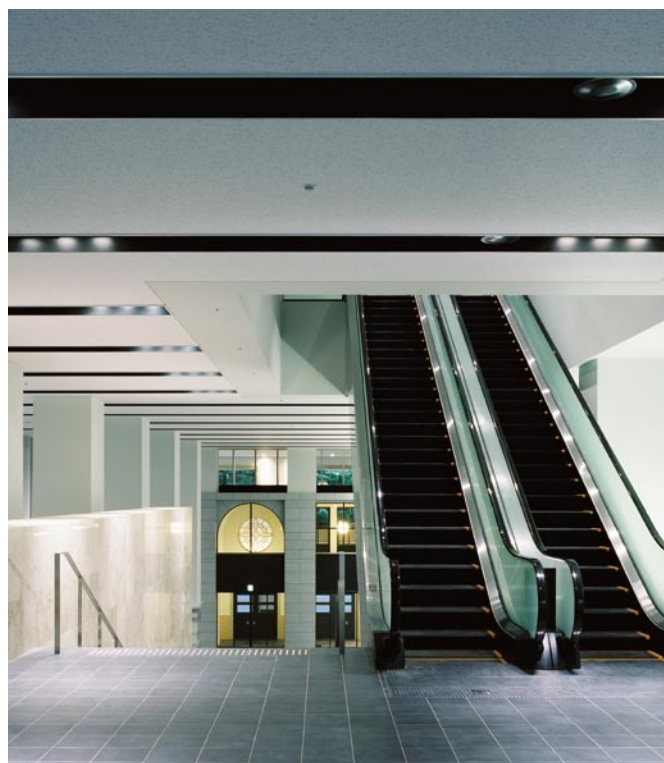
## WASEDA BUSINESS SCHOOL(WBS)

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WASEDA Business School (WBS), located in the heart of central Tokyo, is Japan's leading business school.

- With over 400 currently enrolled students, WASEDA Business School is one of the largest MBA programs in Japan.
- The **International MBA Program** is one of the largest MBA programs conducted in English in Japan. This two year, full-time master's degree program is our premier MBA program. Designed for early to mid-career professionals seeking advancement or career transitions, it operates on a 15-week semester system. Approximately 70 students from around the world are admitted to this program each year. The academic year for this program begins in September.



- The **Waseda-Nanyang Double MBA Program** is also taught in English and conducted at two of Asia's leading business schools, Nanyang Business School(NBS) in Singapore and WASEDA Business School in Tokyo by a team of highly experienced professors and industry experts. Upon successful completion of this 14-month program, two prestigious MBA degrees will be awarded.

WBS leverages its scale and scope in order to create significant synergies among our International MBA students, Japanese MBA students, exchange students, alumni, faculty and corporate partners in ways that are difficult for other MBA programs in Japan to replicate.

WBS is a part of WASEDA University, a comprehensive, global university founded in 1882 by samurai-scholar and former Prime Minister Shigenobu Okuma. WASEDA University has more than fifty thousand students enrolled in its 13 Undergraduate Schools, 21 Graduate Schools, and other Research and Affiliated Institutes. WASEDA University is one of the top private universities in Japan.

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## DIRECTOR'S MESSAGE

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On behalf of my colleagues, our students, and our alumni, welcome to the WBS community! If you are bright, inquisitive, creative and you already know how to make good things happen, but you want to learn how to make great things happen, WBS may be the right school for you, particularly if you are interested in Japan and Asia.

WASEDA Business School (WBS) is both uniquely Japanese and highly international. We draw students, ideas and challenges from around the world and, together, through our teaching and learning, our research, and our consulting, we discover new knowledge that can be shared and applied globally.

When you join the International MBA program at WBS, in addition to your experiences on campus, you also have access to our alumni network which is well over 2,500 alumni strong with more than 200 new graduates joining every year. Additionally, the global WASEDA University alumni network includes over 500,000 current members.

At WBS we strongly believe that we have an obligation to help improve society by educating the next generation of global leaders. Thanks to its people, facilities, and location in the heart of central Tokyo, WBS is a place with numerous opportunities for intellectual and personal development. Relationships with classmates, alumni, corporate partners, and our study abroad partner schools are central to the WBS MBA experience.

We look forward to helping you take advantage of the opportunities that await you at WBS.

Sincerely,



**Prof.  
Tatsuyuki NEGORO**

Director,  
WASEDA Business School



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## INTERNATIONAL MBA PROGRAM COORDINATOR'S MESSAGE

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I am delighted that you are considering applying for admission to the International MBA program at WASEDA Business School. The WBS MBA experience is unique in that it fuses the best of East and West. The basic structure and content of our curriculum follows the standards found in leading business schools around the world. However, some of our faculty also challenge the assumptions embedded within Western business models and ways of conducting business by highlighting areas of success which reflect an Asian approach to doing business. Additionally, our faculty includes many professors who have enjoyed successful careers outside of academia; this enables them to better explain the connections between management theory and the real world practice of management.

Studying and living in Tokyo will challenge you to deeply understand a culture and an approach to business that may be fundamentally different from what you encounter in your home country. Japanese expectations for excellence in manufactured goods and services are reflected in everyday encounters with products and service providers. Once you become accustomed to Japanese preferences, you may see the world in a whole new light. These new insights will serve you well once you have completed your MBA and embarked upon the next stage of your career.

On behalf of everyone at WBS, please know that we look forward to receiving your application.

Sincerely,



**Prof.  
Koji AIBA**

Coordinator,  
International MBA Program



# OUR PROGRAMS

WBS offers five programs that are designed to help you enhance your marketability and play a genuinely active role in the world of business, a world where the future will require people with practical expertise and grounded in deep theoretical knowledge.

## International MBA Program

Two-year program in English  
Two-year program in Japanese  
70 students/year

"Experience the future of business as you learn"

A program for "future" business leaders that brings students into contact with the "world of business," instilling both business knowledge and providing the opportunity to hone the broad, global perspectives they will need to meet the challenges of tomorrow's business environment.

## Waseda – Nanyang Double MBA Program

14-month program in English  
Approx. 10 students/year

"Study in Japan and Singapore, twice the opportunities"

A double MBA program that gives students the opportunity to earn MBA degrees from business schools in Japan and Singapore. Students in this program will belong to "two" growing alumni networks of distinguished leaders from around the world.



## One-year MBA Program (Full-time)

One-year program in Japanese  
20 students/year

"Cultivating generalist leaders through concerned study"

Brush-up on your analytical skills and improve your ability to make decisions and deliver results while you acquire broad-based knowledge. This concentrated program of study aims to produce functional generalists possessing a well-balanced skill set, honed in competition with fellow students.

## Evening MBA Program

Two-year program in Japanese  
50 students/year

"Take action towards achieving your career goals while you work"

This intensive evening program will allow students to acquire the skills needed to become a general manager of the future while acquiring broad-based knowledge of the business world.

## Specialized MBA Program

Two-year program in Japanese  
50 students/year

"Modular program focusing on specific fields of study to nurture a new style of MBA holder."

Delve deeper into the realm of pertinent knowledge as you enhance your individual expertise. This program gives students the opportunity to nurture professionals with seasoned knowledge in their chosen fields, thereby increasing their value in the job market.

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# INTERNATIONAL MBA

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## INTERNATIONAL MBA

The **International MBA Program** is a rigorous, two-year journey that prepares you for a career in business, government and/or the not-for-profit sector. On this journey you **(1) learn the latest management theories, frameworks and concepts, (2) develop decision-making and implementation skills that reflect a mature, confident and authentic business professional with a long-term perspective, and (3) prepare to engage in the deliberate practice of management for the good of organizations and society.** Along the way, you make new friends from Japan and around the world – each annual

cohort currently has a maximum of 70 students – and you gain new insights into who you are and who you want to become. Tokyo – one of the safest and most modern cities anywhere – is your home away from home, affording you the opportunity to explore Japan and various countries in Asia while enrolled at WBS.



## CURRICULUM

\*Curriculum information is current as of AY2014 and is subject to change.

WBS has designed a flexible curriculum that provides you with a solid foundation in business fundamentals while allowing you the freedom to pursue courses that align with your career strategy. The core course curriculum currently consists of the following 10 courses:

- **Corporate & Business Strategy**
- **Marketing**
- **Finance**
- **Financial Accounting**
- **Managerial Accounting**
- **Economics for Business Administration**
- **Business Data Analysis**
- **Entrepreneurship**
- **Management of People and Organizations**
- **Management Game (Simulation)**

All courses at WBS are two-credit courses. Although WBS runs on the semester system with traditional Fall and Spring semesters, intensive courses are offered in August and February. Some intensive courses are conducted overseas over a period of one week. (These overseas courses involve additional expenses). The unique combination of semester and August/February intensive courses provides you with significant flexibility in planning your program of study.

For example, with careful planning and hard work you can finish almost all of your coursework in your first 12 months, and in your second year you can focus on a combination

of thesis work, experiential learning and/or internships, international study abroad, and your job search.

Alternatively, you can spread out your coursework over three or four semesters while integrating experiential learning-by-doing opportunities, internships, international study abroad, and job search activities as suitable opportunities become available.

Ultimately, candidates must fulfill the following requirements in order to earn a Master of Business Administration (MBA) degree from WASEDA University.

- **Be enrolled in the International MBA Program (full-time) for two years**
- **Complete and obtain 50 (or more) credits**
- **Complete the Degree Thesis and pass the evaluation screening**
- **Pass the final examination (oral defense)**

Although the **International MBA** degree can be completed by taking all courses taught in English, students who have, or develop, competencies in the Japanese language can enroll in courses that are taught in Japanese. Additionally, in order to facilitate Japanese and international student interaction, some bilingual courses, are also offered on a pass/fail basis. In these courses, students can participate in either English or in Japanese as instructors are required to summarize and translate in both languages.

# »»» MORE ABOUT WBS



## **HISTORY**

### **HISTORY OF BUSINESS EDUCATION AT WASEDA UNIVERSITY**

In 1904, the Undergraduate School of Commerce was established at Waseda University. In 1951, the Graduate School of Commerce was established with a focus on training future academics and researchers.

In 1973, the Systems Science Institute of Waseda University began offering a one-year professional education (non-degree) graduate program of study for business professionals who felt a need for additional training in order to advance in their careers. The origins of Waseda Business School can be traced to this program.

From 1983, the name “Waseda Business School” began to be used in external communications, and about 40 students per year were accepted with financial support from their companies.

Due to increasing demand, a professional degree-granting MBA Program with a focus on International Business Administration was established by the Graduate School of Asia-Pacific Studies in 1998. In 2002, the Graduate School of Commerce began offering a competing MBA Program.

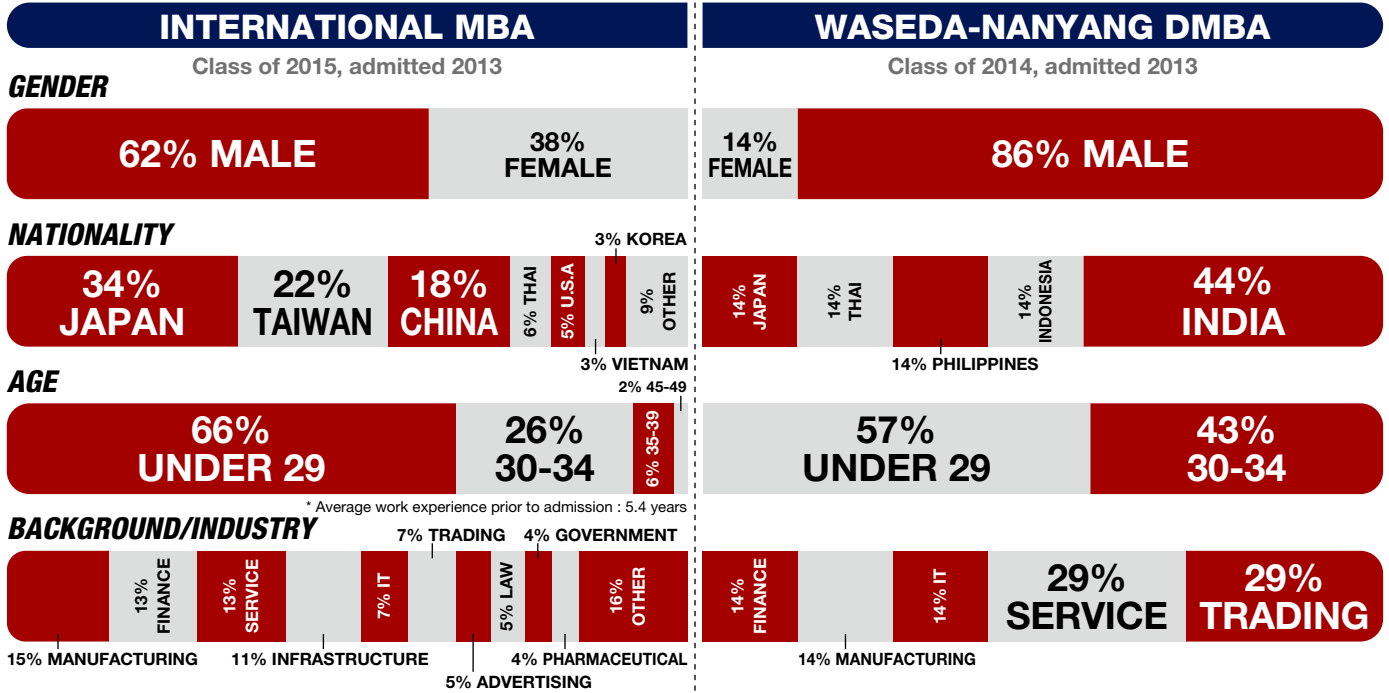
In April 2007, both MBA Programs at Waseda University were merged and Waseda Business School officially became part of the Graduate School of Commerce.

## **EXECUTIVE TRAINING PROGRAMME (ETP) (2012-2015)**

The EU Executive Training Programme (ETP) is a unique opportunity for European executives and companies to expand their businesses in Japan and Korea through active learning combining business and language training, an internship in a local company, and support for business plan development. The EU funds the entire Programme and provides a scholarship throughout for each participant. Waseda University has been entrusted by the EU with the implementation of ETP in Japan since 2006.

# WBS STUDENTS

WBS students are smart, entrepreneurial and creative. They already know how to make good things happen. They come to WBS to learn how to make great things happen.



## WBS STUDENTS FROM ALL OVER THE WORLD

There are many international students from all over the world at WBS.



# WBS GLOBAL NETWORK

WBS provides students with opportunities to study abroad and observe international business practices in action.

## OVERSEAS COURSES AND STUDY TOURS

WBS organizes overseas courses and international study tours allowing WBS students to visit prestigious business schools abroad, learn from outstanding professors and also tour local companies. These 7-10 day trips offer direct exposure to managerial and cultural norms of business practices in other regions. Past destinations include USA, France, UK, Singapore, Hong Kong and Myanmar.

## WBS EXCHANGE PROGRAM

For a longer international study experience, WBS offers students a chance to study at one of 35 leading business schools around the world. The exchange program gives students the opportunity to take courses that are not typically offered at WBS and to enhance their understanding of international business issues.

## GLOBAL NETWORK OF PARTNER SCHOOLS

### USA

- 1 University of Chicago, Booth School of Business
- 2 University of Washington, Foster School of Business
- 3 University of California, Los Angeles (UCLA), Anderson School of Management
- 4 University of Southern California, Marshall School of Business
- 5 Brandeis University, International Business School
- 6 Claremont Graduate University, Peter F. Drucker and Masatoshi Ito Graduate School of Management
- 7 University of Utah, David Eccles School of Business

### Canada

- 8 Queen's University, Queen's School of Business

### Europe

- 9 WHU - Otto Beisheim School of Management (Germany)
- 10 ESSEC Business School (France)
- 11 EMLYON Business School (France)
- 12 Università Commerciale L. Bocconi Graduate School (Italy)

- 13 ESCP Europe Business School (France)
- 14 Copenhagen Business School (Denmark)
- 15 University of Tübingen (Germany)
- 16 Université Libre de Bruxelles, Solvay Brussels School of Economics and Management (Belgium)
- 17 University of St. Gallen (Switzerland)
- 18 EDHEC Business School (France)

### China

- 19 Peking University, Guanghua School of Management
- 20 Tsinghua University, School of Economics and Management
- 21 China Europe International Business School (CEIBS)
- 22 Fudan University, School of Management
- 23 Cheung Kong Graduate School of Business (CKGSB)
- 24 Shanghai Jiao Tong University, Antai College of Economics and Management
- 25 Chinese University of Hong Kong, Business School

### Taiwan

- 26 National Taiwan University, College of Management

- 27 National Chengchi University, College of Commerce

### Korea

- 28 Korea University Business School
- 29 Yonsei University, School of Business
- 30 Sungkyunkwan University, SKK Graduate School of Business

### Thailand

- 31 Chulalongkorn University, Chulalongkorn Business School

### Singapore

- 32 Nanyang Technological University, Nanyang Business School

### Australia

- 33 Monash University, Faculty of Business and Economics

### India

- 34 Indian Institute of Management, Ahmedabad (IIMA)
- 35 Indian Institute of Management, Bangalore (IIMB)

## WASEDA-ESCP DOUBLE DEGREE PROGRAM

WBS students who participate, spend one year at both WBS and ESCP, and upon graduation, will earn two degrees from both Universities. This program offers students an exciting opportunity to study and earn a degree from the world's oldest and triple crown accredited (EQUIS, AMBA, AACSB) business school abroad and provide unique career opportunities on an international scale.





# CAREER

WBS Career Management Center will support you in pursuing your career goals.

## JOB-SEARCH IN JAPAN

3 different recruiting cycles based on your work experiences.

### Experienced

3yrs+ working experience

Usually start job search 3-5 months before graduation.

### Recent Grads

Less than 3yrs working experience

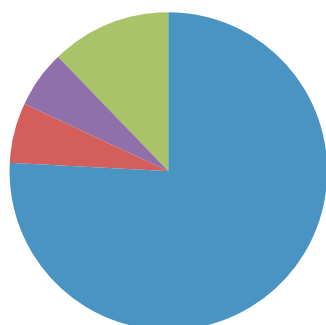
Relatively new hiring system. Most companies set same recruiting cycle with new grads.

### New Grads

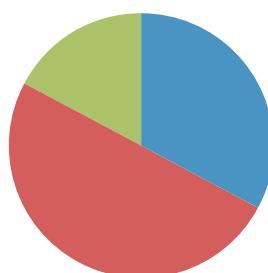
No working experience

Same cycle as undergraduates. Recruiting events start from M1 Summer, interviews from M1 Spring.

## EMPLOYMENT STATUS



### LOCATION



■ Employed ■ Start own business  
■ Pursuing Ph.D. ■ Others

■ Japan ■ Own Country  
■ Third countries

Class of 2013 FALL

## EMPLOYER & INTERNSHIP

Major employers and internships are as listed below.

### EMPLOYERS

- EY Advisory
- Mitsubishi Fuso Truck & Bus
- PwC Japan
- Mizuho Financial Group
- Fujita Kanko
- Metal One Corporation

### INTERNSHIPS

- Amazon Japan
- AXA Direct Japan
- Simon-Kucher & Partners
- Rakuten
- Google Japan
- IBM Japan
- Fidelity Investments

### COMPANY INFO SESSIONS

- Amazon Japan
- DELL Japan
- Philip Morris Japan
- EY Advisory
- Infosys Limited
- AXA Direct Japan
- ASAHI Shimbun
- Ryohinkeikaku
- Mitsubishi Fuso Truck & Bus
- Simon-Kucher & Partners
- KVH Japan
- IBM Japan
- Google Inc.
- Philip Electronics Japan
- Zeon Corporation

## ALUMNI NETWORK

The WASEDA alumni network, TOMONKAI, has 1,409 active groups, with 67 of them are located abroad. WBS also has its own network, the WASEDA Business Network (WBN) consist of more than 2,500 alumni.

### ◆ Recruiting Event Calender

M1 FALL	Seminar •Resume Writing •Working in Japan •Manners-Dress-code & Make-up 1-on-1 Counseling
M1 WINTER	WBS Career Fair-internship / Alumni Home Coming Day / Seminar •Industry Analysis
M1 SPRING	WBS Career Fair-internship / Networking session with part-time MBAs / Apply for Summer Internships / <b>Start Job Search</b> •Japanese Resume update •Mock interview
M1 SUMMER	WBS Alumni Network Annual Gathering / Internships / Update resume
M2 FALL	WBS Career Fair-internship & full-time / 1-on-1 Counseling / <b>Start Job Search</b>
M2 WINTER	WBS Career Fair-internship & full-time / Off-campus Recruiting events
M2 SPRING	WBS Career Fair-full-time / <b>Mock Interview / Job Offer</b>
M2 SUMMER	<b>Job Offer-negotiating package</b>

Common / Experienced / New&Recent Graduates

\*M1=1<sup>st</sup> year and M2=2<sup>nd</sup> year

# FACULTY

## **Koji AIBA**

- 1 Management Strategy
- 2 MBA (Harvard University); LLB (University of Tokyo)
- 3 Boston Consulting Group etc.

## **Shigeru ASABA**

- 1 Corporate Strategy, Business Strategy
- 2 PhD (UCLA); PhD/BA (University of Tokyo)
- 3 Gakushuin University, The Academic Association for Organizational Science, etc.

## **Isao ENDO**

- 1 Operations and Strategy
- 2 MBA (Boston College); BA (Waseda University)
- 3 Ryohin Keikaku Co., Ltd., Yamaha Motor Co., LTD, Roland Berger, etc.

## **Kenneth GROSSBERG A.**

- 1 Marketing and Strategy
- 2 PhD (Princeton University); BA (Hobart & William Smith Colleges)
- 3 Harvard University, Boston College, Prudential-Bache Securities, Orient-West Consultants, Inc., Citibank, etc.

## **Sean HACKETT M.**

- 1 Entrepreneurship, Innovation, Internet Business, Strategy, Negotiations, Presentations, and Logical Thinking
- 2 PhD/MS (Vanderbilt University); MA (Sophia University); BA (University of Notre Dame)
- 3 American Electronics Association (AeA), Drexel University, etc.

## **Hirokazu HASEGAWA**

- 1 New Business Development, Venture Business, Family Business
- 2 PhD (Waseda University); BA (Chuo University)
- 3 Global Venture Capital (Co-Founder), Nomura Research Institute, JAFCO, etc.

## **Nobuhiko HIBARA**

- 1 Financial Intermediation (VC, Banking), Corporate Finance
- 2 PhD/MA(Columbia University); BA(University of Tokyo)
- 3 Bank of Tokyo, World Bank, University of Saskatchewan(Canada), etc

## **Hironori HIGASHIDE**

- 1 Venture Capital, New Venture Strategy
- 2 PhD/MBA (London University); Keio University
- 3 Cambodia International Education Support Foundation (CIESF), etc.

## **Masaaki HIRANO**

- 1 Management Informatics, Organisational Engineering, Social Venture Management
- 2 D.Eng/M.Eng/B.Eng (Tokyo Institute of Technology); BSc (University of London)
- 3 President, Japan Society for Management Information, membership on various Governmental Committees

## **Masao HIRANO**

- 1 Globalization, Corporate Strategy, M & A
- 2 PhD/MSE (University of Tokyo); MSE (Stanford University)
- 3 McKinsey & Co., Carlyle Group, etc.

## **Hideo HOHGI**

- 1 International Management, Automotive Industry Management
- 2 MS.Sloan Fellow (Stanford University); BBA (Hitotsubashi University)
- 3 Nissan, BMW, Chrysler, etc.

## **Kai-Yu HSIEH**

- 1 Strategic Management
- 2 PhD/M.Res(London Business School); MBA(National Taiwan University); B.Sc(National Tsing Hua University)
- 3 National University of Singapore, London School of Economics and Political Science.

## **Akie IRIYAMA**

- 1 Strategic Management, International Business
- 2 PhD (University of Pittsburgh); MA/BA (Keio University)
- 3 Asst. Prof. at SUNY Buffalo, Consultant at Mitsubishi Research Institute.

## **Mitsuru IWAMURA**

- 1 Finance
- 2 D. Sci (Waseda University); BA (University of Tokyo)
- 3 Bank of Japan, Institute for Monetary and Economics Studies, etc.

## **Tomoko KAWAKAMI**

- 1 Marketing and New Market Creation
- 2 PhD(Kobe University); MA/BA (Osaka University)
- 3 Konica Minolta Co. Ltd., Kansai University, University of Washington, INSEAD Institute of Blue Ocean Strategy, Nanyang Technological University

## **Tatsuya KIMURA**

- 1 Marketing Management; Marketing Strategy
- 2 PhD (Waseda University); MBA (Lancaster University); BA (Waseda University)
- 3 Brand Management & Marketing Management experience in various Japanese, American and European companies.

## **Satoshi KOMIYAMA**

- 1 Financial Accounting, International Accounting, Audit
- 2 BBA (Hitotsubashi University)
- 3 Audit Partner of KPMG AZSA LLC, Deputy President of Japanese Institute of CPAs

## **Seiji KUROSU**

- 1 Creative Thinking
- 2 PhD/M. Eng/B. Eng (Waseda University)
- 3 Hirosaki University, etc.

## **Yoshiki MANO**

- 1 Managerial Economics, Econometrics, Finance
- 2 MA/BA (Waseda University)

## **Takeshi MORIGUCHI**

- 1 Marketing & Consumer Behavior
- 2 PhD (Tokyo Institute of Technology); BA (Waseda University)
- 3 Japan Association for Consumer Studies, Japan Society of Marketing & Distribution, etc.

## **Takeshi NAGAI**

- 1 Marketing Strategy & Business Models
- 2 MA/BA (Waseda University)



Koji AIBA



Shigeru ASABA



Nobuhiko HIBARA



Hironori HIGASHIDE



Masaaki HIRANO



Hideo HOHGI



Kai-Yu HSIEH



Akie IRIYAMA

### **Shinya NAGASAWA**

- 1 Design and Brand Innovation Management
- 2 D. Eng/M. Eng/B. Eng. (Waseda University)
- 3 Epoch Inc. External Auditor, Visiting Professor of ESSEC Business School, Former Vice President of The Japan Society of Kansai Engineering, etc.

### **Tatsuyuki NEGORO**

- 1 Competitive Strategy, Internet & Mobile Business
- 2 MBA (Keio University); BA (Kyoto University)
- 3 Editorial Board member of the Journal of Systems Research, President of the Japan Society of Management and Information Science, Vice President of the CRM Forum JAPAN, Vice President of International Academy of CIO Japan, etc.

### **Shigeru NISHIYAMA**

- 1 Accounting & Corporate Finance
- 2 PhD (Waseda University); MBA (University of Pennsylvania); BA (Waseda University)
- 3 Deloitte, Touche & Tohmatsu, etc.

### **Reiji OHTAKI**

- 1 Global Leadership, Global Organization & Human Capital Management
- 2 PhD/MS (UCSD); BS (Tohoku University)
- 3 Toshiba, Head of Asia Region at Hay Group and Mercer, Singapore EDB, President and Chief Executive Officer at AON Hewitt.

### **Naoto ONZO**

- 1 Marketing Strategy
- 2 PhD/MA/BA (Waseda University)
- 3 Japan Association for Consumer Studies, Association of Product Development and Management.

### **Atsushi OSANAI**

- 1 Technology & Innovation Management, Strategic Management
- 2 PhD (Kyoto University); MBA (Tsukuba University); BA (Kyoto University)
- 3 Sony Corporation, Nexgen Mediatech, Inc., Kobe University, etc.

### **Masataka OTA**

- 1 International Business & Cross-Cultural Management
- 2 PhD/MA/BA (Waseda University)
- 3 Waseda Asian Service Business Research Institute-Director, etc.

### **Masakazu SUGIURA**

- 1 Management of Human Resources & Organizations
- 2 MBA (Stanford University); BA (Kyoto University)
- 3 Nissan Motor, Bain & Co., Mercer Consulting, Citibank, Schroders.

### **Norihiko TAKEUCHI**

- 1 Organizational Behavior, HR Management, Career Development
- 2 PhD/MA. (Nagoya University); BA (Kwansei Gakuin University)
- 3 Assistant/Associate Professor at Tokyo University of Science, Associate Professor at Aoyama Gakuin University, President at the Association of Japanese Business Studies, etc.

### **Yasukazu TAMURA**

- 1 Management & Technology
- 2 MA (Tokyo Medical & Dental University); MA (University of Tokyo); BA (Waseda University)
- 3 Japan Science & Technology Agency; MEXT; Ministry of Economy, Trade and Industry, etc.

### **Hajime TOZAKI**

- 1 Analysis of Service Industry, Traffic/Sightseeing Theory
- 2 PhD (Kyoto University)
- 3 Advisor for Ibaraki prefecture, etc.

### **Masao TSUJI**

- 1 Analysis of Accounting Information, Corporate Valuation, and Managerial Accounting
- 2 C. Phil (UCLA); D. Comm/MA/BA (Waseda University)
- 3 The Japanese Association of Management Accounting-Chair, etc.

### **Kazunari UCHIDA**

- 1 Competitive Strategy & Leadership
- 2 MBA (Keio University); BA (University of Tokyo)
- 3 Japan Airlines, Senior Vice President at Boston Consulting Group, etc.

### **Hideo YAMADA**

- 1 Competitive Strategy, Business Models
- 2 PhD (Waseda University); MBA (Keio University)
- 3 Mitsubishi Research Institute, Corporate Auditor of Astellas Pharma Inc., Corporate Auditor of NEC, etc.

### **Hisatoshi YAMAMOTO**

- 1 Technology Management; Technology Strategy; R&D Management
- 2 PhD/BA (University of Tokyo)
- 3 IHI, SRI International, etc.

### **Takashi YAMANE**

- 1 Accounting & Management Control
- 2 PhD/MBA (Keio University)
- 3 Keio Business School, etc.

### **Tomomichi YOSHIKAWA**

- 1 Innovation Management, Industrial Clusters, Japan's Production Management System
- 2 MA (Hitotsubashi University); BA (Waseda University)
- 3 Yokohama City University, World Bank, Stanford University, University of British Columbia.

### **Ikujiro NONAKA** University Professor of WASEDA Univ.

Prof. Ikujiro Nonaka advises on international academic initiatives for WBS. He is well-known in industry circles as a proponent of knowledge management. He received his Ph.D. in Business Administration from the Univ. of California, Berkeley and is also an emeritus faculty at Hitotsubashi University.



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Tomoko KAWAKAMI

Tatsuya KIMURA

Yoshiki MANO

Takeshi NAGAI

Shigeru NISHIYAMA

Reiji OHTAKI

Norihiko TAKEUCHI

Hisatoshi YAMAMOTO

## STUDENTS' VOICES



**NEO, Shan Er Evangeline**  
Class of 2013

**W**BS is one of the few business schools in Tokyo that provides a full-time MBA program in English. As an artist and designer looking forward to start my own studio, I was concerned about the pre-requisites and whether I'll be accepted despite my lack of a business background.

However, I was assured by my senior, who graduated a year ago, that the MBA program from WBS is perfect for anyone who is an aspiring entrepreneur like me. Courses offered in WBS are varied and cover everything from accounting, marketing, strategy, entrepreneurship and leadership development. Thanks to the vast network of our professors, we had many opportunities to visit companies and factories to learn how businesses are operated in Japan. These study trips were not only enjoyable, but also gave us an insight into the Japanese *Kaizen* (practices that focus upon continuous improvement of processes).

My professor, Kenneth Grossberg, also organizes the Waseda Marketing Forum that provides ample

opportunities for MBA students to network with global companies in Japan, and with other MBA students from a different year. For foreign students who wish to improve their Japanese, Waseda University provides many Japanese language classes tailored for students with different competency levels. This not only enables us to communicate more effectively during the WBS bilingual discussion classes, it also allows us to converse with our colleagues from the Japanese MBA program--many of whom are experienced executives from high profile companies. I highly recommend this program for anyone who wants to work in Japan or with Japanese businesses.



**W**BS is the one of the best business schools in Asia for the quality of business teaching and the global learning environment. The reason I choose to study at WBS is to further understand the corporate culture of Japan and Asia and to my further dream is to be an Asia global leader. Thus, I attended the seminar "Globalization and Business Leadership" by Professor Ohtaki after I registered in WBS.

I had a wonderful 2-year study in WBS, not only because of the lectures but also of outside activities, such as a one-week study trip to Tsinghua University in Beijing and Nanyang Technological University in Singapore. On the other hand, I had many opportunities to visit famous Japanese companies and factories, such as Honda, Mitsui-Chemical, Rakuten, etc. Moreover, our *zemi* conquered Mt. Fuji in the summer of 2013! I could fulfill my dreams in these two years.

I decided to study at Peking University in my third semester because I want to understand the China market and Chinese culture. Beijing is a fast growing market, where construction is held

almost everywhere. I was impressed by the fast changing appearance of the city and crowded people and vehicles in all places. In my free time, I visited many historical sites, such as the Forbidden, Great Wall, and Shichahai. Peking University embraces a huge campus, combining modern and classical architecture. Apart from taking classes, I did some research for my degree thesis and at the same time completed translating the book 'Global Human Resource Management' by my Professor Ohtaki at the Peking University Library. I strongly recommend everyone study at WBS if you want to be a global leader and understand the Asian market. WBS is your best opportunity and will help you put your career goals into perspective!



**CHEN, Yen-Fu** (center)  
Class of 2013

To most Chinese MBA applicants, of course including me, brand image is the first criterion when we judge a business school. It's not only related to reputation but also related to whether you can get interview opportunities in your job hunting and whether you can enjoy wide connections in your future career. Considering Waseda's top image and internationalization, there is nothing to worry about.

In my point of view, business is a kind of empirical science. Therefore, professors' personal experience plays quite an important role in the study. Frankly, professors of WBS really gave me a surprise when I just entered this school. For example, before I entered WBS, talking with former head of McKinsey Japan and Carlyle Japan in a classroom just like friends is far beyond my imagination. But here, it's pretty common and easy.

What attracts me most to WBS is the diversified cultures. In order to face fast globalization in the future, one crucial thing is whether you could adapt yourself to a new environment (different culture) quickly. Firstly, Japan is the undisputed best country to see how they have

managed to balance Western and Eastern cultures, and its methods might be more helpful and practical to the improvement of other Asian countries than methods of western world. Secondly, at WBS, no matter what program you are in, you can choose courses in English, in Japanese, or both. Moreover, you can take one week intensive course in Singapore or UCLA. Meanwhile, WBS provides lots of one semester exchange programs as well, to business schools such as Chicago Booth, USC Marshall, and ESSEC. Everything is for you to foster your strong cross-cultural capabilities.

Anyway, WBS is a wonderful place for you to realize your dream, as a future entrepreneur or professional manager. But whether you can finally make your dream come true totally depends on you, your own effort and decision-making. So, to every MBA applicant, look forward to your coming and good luck!



## STANDARD APPLICATION WITH GMAT/GRE

For this admission, applicants need to submit a GMAT/GRE official score report with other required documents.

Application Round		Application Deadline	Admission Announcement
For April and September 2015 Admission	1 <sup>st</sup> Round	Sep. 19 (FRI), 2014	Oct. 9 (THU), 2014
	2 <sup>nd</sup> Round	Nov. 13 (THU), 2014	Dec. 4 (THU), 2014
	3 <sup>rd</sup> Round	Jan. 7 (WED), 2015	Feb. 5 (THU), 2015
For September 2015 Admission Only	4 <sup>th</sup> Round	Apr. 10 (FRI), 2015	May 14 (THU), 2015
	5 <sup>th</sup> Round	May 26 (TUE), 2015	Jun. 18 (THU), 2015

\*Admission selection will be based on application documents. (For some applicants, telephone interviews are required.)

## APPLICATION FOR FAMILY BUSINESS SUCCESSORS

This is for those who are to succeed their family business in the future. GMAT/GRE score report is not mandatory.

Application Round	Application Deadline	Written Exam and Interviews	Admission Announcement
1 <sup>st</sup> Round	Jan. 7 (WED), 2015	Jan. 25 (SUN), 2015	Feb. 5 (THU), 2015
2 <sup>nd</sup> Round	Apr. 10 (FRI), 2015	May 10 (SUN), 2015	May 14 (THU), 2015

\*This is for September admission (English program) only. Written examinations and interviews will be held at WASEDA University, Tokyo.

## APPLICATION WITH LANGUAGE-PROFICIENCY EMPHASIS

Applicants need to submit JLPT N1 and the proof of English proficiency. GMAT/GRE score reports are not mandatory.

Application Round	Application Deadline	Written Exam and Interviews	Admission Announcement
1 <sup>st</sup> Round	Jan. 7 (WED), 2015	Jan. 25 (SUN), 2015	Feb. 5 (THU), 2015

\*This is for April admission (Japanese program) only. Written examinations and interviews will be held at WASEDA University, Tokyo.

- For more information on admission policies, applicant qualifications, application documents etc., please refer to: [www.wasedaMBA.jp](http://www.wasedaMBA.jp)
- For information on the Waseda-Nanyang Double MBA, please refer to: [www.nbs.ntu.edu.sg/Graduate/Nanyang-Waseda\\_Double\\_MBA/](http://www.nbs.ntu.edu.sg/Graduate/Nanyang-Waseda_Double_MBA/)

## TUITION & OTHER FEES

Admission, tuition, and other fees for the International MBA Program are as follows:

(JPY)

YEAR	ACADEMIC TERM	ADMISSION FEE	TUITION	OTHER FEES*	TOTAL
1 <sup>st</sup> YEAR	1 <sup>st</sup> SEMESTER**	200,000	865,000	1,500	1,066,500
	2 <sup>nd</sup> SEMESTER	-	865,000	1,500	866,500
	<b>TOTAL</b>	200,000	1,730,000	3,000	1,933,000
2 <sup>nd</sup> YEAR	1 <sup>st</sup> SEMESTER	-	865,000	1,500	866,500
	2 <sup>nd</sup> SEMESTER	-	865,000	1,500	866,500
	<b>TOTAL</b>	-	1,730,000	3,000	1,733,000
<b>TOTAL</b>					3,666,000

\*Student Health Promotion Mutual Aid Association Fee

\*\*For admission procedures

**Note 1 :** Those who are currently enrolled in Waseda University as regular students are eligible for exemption of Admission Fees (as they have already been admitted to Waseda University).

**Note 2 :** The International MBA Program encourages students to develop Japanese language competencies if they do not speak Japanese fluently. Japanese language courses are available in the Center for Japanese Language. Please understand that additional fees will be required for taking courses to learn the Japanese language. Fees vary depending on courses but enrolling in eight credits of Japanese classes will cost an additional 40,000 yen(approx.).

\*For information on the Waseda-Nanyang Double MBA, please refer to: [www.nbs.ntu.edu.sg/Graduate/Nanyang-Waseda\\_Double\\_MBA/](http://www.nbs.ntu.edu.sg/Graduate/Nanyang-Waseda_Double_MBA/)

## SCHOLARSHIP INFORMATION

### SCHOLARSHIP PRIOR TO MATRICULATION

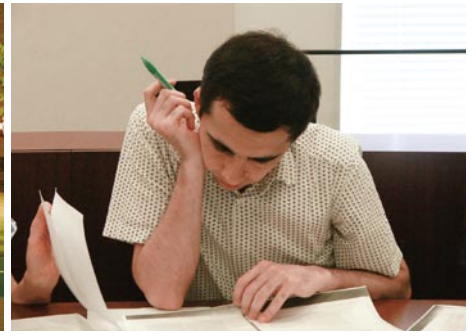
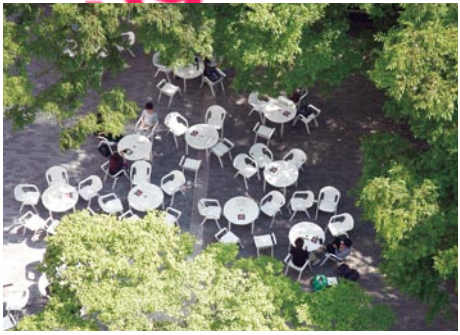
Name of Scholarship	Grants	Notes
WASEDA University Partial Tuition-Waiver Scholarship	50% reduction from one-year tuition	<ul style="list-style-type: none"> <li>Privately financed international students</li> <li>Eligible for students who hold or expect to hold "Student VISA" after matriculation.</li> </ul>
Reserved Scholarship for Successful International Examinees	JPY 500,000 or 1,000,000 yearly allowance	<ul style="list-style-type: none"> <li>Must apply from overseas.</li> <li>Standard Application with GMAT/GRE applicants only.</li> </ul>

### SCHOLARSHIP AFTER MATRICULATION

Types of Award	Name of Scholarship	Grants	Notes
Campus Award	Azusa Ono Memorial Scholarship	Annual grant of JPY 300,000	—
JASSO	JASSO Honors Scholarship	JPY 65,000/ Month	Privately financed international students

\*Scholarship information is current as of AY2014 and is subject to change.

\*For more information, please refer to: [http://www.waseda.jp/cie/pdf/lifeatwaseda/scholarship\\_lodges/scholarship.pdf](http://www.waseda.jp/cie/pdf/lifeatwaseda/scholarship_lodges/scholarship.pdf)



WASEDA University

WASEDA Business School

JAPAN

TOKYO

WBS

Ikebukuro St.  
Shinjuku St.  
Shibuya St.  
Akihabara St.  
Tokyo St.



WASEDA CAMPUS BUILDING 11

### BY BUS

**Bound for Nishi-Waseda:**  
Approx. 10 min. from Takadanobaba Station (JR Yamanote Line or Seibu Shinjuku Line)  
Approx. 3 min. walk from Nishi-Waseda bus stop

**Bound for Kudanshita or Ueno-Koen:**  
Approx. 10 min. from Takadanobaba Station (JR Yamanote Line or Seibu Shinjuku Line),  
Approx. 5 min. walk from Nishi-Waseda bus stop

### BY SUBWAY

Approx. 5 min. walk from Exit 3b or 2 of Waseda Station (Tokyo Metro Tozai Line)

15 min. walk from Exit 3b or 2 of Nishi-Waseda Station (Tokyo Metro Fukutoshin Line)

### BY STREETCAR

Approx. 5 min. walk from Waseda Station (Toden Arakawa Line)

### ADDRESS

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Waseda Business School  
Admissions Office**

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[www.facebook.com/wasedamba](http://www.facebook.com/wasedamba)  
International MBA(English):  
[www.wasedaMBA.jp](http://www.wasedaMBA.jp)  
MBA Programs(Japanese):  
[www.waseda.jp/wbs](http://www.waseda.jp/wbs)  
Waseda-Nanyang Double MBA:  
[www.waseda.jp/wbs/ntu](http://www.waseda.jp/wbs/ntu)

No.1 Business School in Japan, TOP25 in Asia-Pacific, QS Global MBA Ranking (2013)

