

December 15<sup>th</sup>, 2016

BUSINESS BREAKTHROUGH, INC

BBT University



**“Global Management Program” to be launched in April 2017**  
**Nine courses offering opportunities to learn business in English**  
**One of 2 prep courses (“GMP Prep Course A”) starts in December 2016**

**BBT University (“BBTU”) run by Business Breakthrough INC, located in Tokyo, would like to announce it is launching a “Global Management Program” (GMP) in April 2017, which offers opportunities for its student to learn integrated global-oriented business skills in English. The aim of GMP is to create next generation global business leaders who can act with confidence on this new English-based global business stage. In advance to GMP, BBTU is offering two GMP prep courses (A and B), the first starts in December 2016.**

**GMP** – BBT University will launch “Global Management Program” (GMP) next spring, which equips students with relevant management concepts and integrated understandings in an English-based globalized business-learning environment. This GMP 1<sup>st</sup> phase contains 9 GMP courses, all offered only in English and designed to make students learn spontaneously through an integrated/cross-functional approach. Through GMP, students should acquire abilities to wisely make decisions and take leadership in English-based global business situations. BBTU also intends to develop collaboration with overseas universities based on this program.

**GMP Prep courses** – “GMP Prep Course A” will start in December 2016. This prep course aims to provide students with a variety of base-level communication skills and frameworks and strategies that can be applied to business in general but specifically for other GMP courses. Classes will focus on hands-on activities including online class discussions, analytical business writing exercises, short business presentations on a mini-case study, that will give students necessary tools and confidence to communicate ideas more effectively in business English situations generally, but especially in BBTU classroom.

**GMP Course Layout**

**Prep Courses** – 2 courses

“Prep Course A” starts December 2016 ; “Prep Course B” starts Spring 2017

**Regular Courses** – 9 courses (planned), starting from Spring 2017

「International Management」

「Business Ethics」

「Creative & Critical Thinking」

「Marketing in a globalizing Business World」

「Japanese Business Topic」

「Analytical business Writing」

「Strategic Management」

「Entrepreneurship and New Business Creation」

「Basic Presentations for Global Audiences」

**【Program Director】**

**Professor Nigel Denscombe**



“Teaching it in the classroom, doing it in the real business world”

CEO, Denscombe Corporation; Professor, Business BreakThrough University; Specially Invited Professor, Graduate School of International Management, IUJ; Professor, Faculty of Commerce, Professor, Division of Business Administration, Nagoya University of Commerce and Business; Management Lecturer and "Japan New Market Entry" Business Plan Mentor, Waseda University Graduate School of Commerce. Nigel is a new kind of “hybrid” businessperson, standing at the intersection of two key roles: global manager/owner and business educator. This is why in 2001 he created a Tokyo/New York firm, Denscombe Corporation ([www.denscombe.co.jp](http://www.denscombe.co.jp)) to “bridge” business and education by providing strategic

management consulting solutions for corporate clients/business schools and business education solutions for them as well. After graduating from Harvard College (BA) and Harvard Business School with an MBA, Nigel worked in investment banking and strategic management at Bankers Trust Company and also as a Managing Director in Corporate Finance and Capital Markets at Bank of America.

#### **About BBTU**

Established in 2005 after being approved by Japan’s Ministry of Education, Culture, Sports, Science, and Technology – On the graduate side is the "Kenichi Ohmae Graduate School of Business”, and undergraduate Faculty of Business Administration has started in 2010. On the undergraduate side, students can get a university degree by taking only online classes. BBTU aims to develop global leaders in the 21st century who can lead the positive change for a better world. A system called AirCampus® is used in BBTU for discussion, contents creation and management. AirCampus® has been developed by ourselves to provide students with the best education. Since AirCampus® are offered by online, BBTU students can learn and join discussions from anywhere all over the world.

#### **About BBT**

BBT was established in 1998 as an educational company by Kenichi Ohmae, a world renowned management consultant. Since it opened, BBT has continued to offer high quality educational programmes via remote delivery through various media. BBT provides a lot of educational programming: a university, a graduate school of business, an entrepreneur training program, educational TV programs, and more. BBT has participated in the management of Aoba since 2013, and it aims to construct an educational platform which can support lifetime empowerment BBT aims to provide proactive education that makes full use of its own in-house IT technology platform. Approximately 200,000 ID have been issued and sent out to the business world from BBT’s courses.

<http://www.bbt757.com/>

#### **【Contact Information】**

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