



Personal Information

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Degree Program at TAU: Sofaer iMBA

Host University: NUCB

Exchange term: Fall 2019 - 2 months

Exchange Experience

About the country and city

Japan is an incredible country. Its nature, culture, gastronomy are extremely unique. If you go to the cities that make up the Edo path you will see a traditional Japan, if you go to Sapporo you will see a super busy nightlife, if you go to Tokyo you will find a very international movement, while if you go to Kyoto you will see the strength of Japanese culture and tradition.

Nagoya is not a very touristy city, but the Museum of Natural Sciences is wonderful and the nightlife in Sakae is a lot of fun. Japan is an expensive country, but it is possible to organize yourself so as not to spend too much. In my case, I tried to save on several fronts in order to spend my money on travel and gastronomy. I visited Fukuoka, Sapporo, Nagoya, Kyoto, Osaka, Ise, Tokyo, Iroshima.... Each city completely different from another. Each place is a learning experience.

About the Host University

The MBA campus is located in the center of Nagoya, very close to Sakae. The building is super modern and the rooms are extremely comfortable which makes it easy to have a nice student life.

The faculty highly values participation in classes and group work and the fact that the class has students from different countries. The environment is conducive to learning

from the experiences of others, bringing a range of knowledge, both theoretical and practical.

It is possible to find a number of restaurants, cheap and of good quality, close to the campus. In addition, the college provides a series of extracurricular activities that foster networking and an exchange of experiences.

Courses and professors

I selected three intensive courses over the two months I studied at NUCB.

The academic time demanded is enormous and students spend the whole day in classes and nights studying. Each intensive course lasts 4 full time days.

In addition, it is necessary to remember that Tel Aviv University does not approve students who score lower than a B (only one C). Therefore, I needed to be among the 40% best students to have my electives approved by TAU.

I took three courses and had to study quite a lot in order to get at least B in each course.

- Business Innovation Model was the first course I took and it was really cool to learn about the Blue Ocean Strategy, a methodology I learned during the INSEAD Venture Startup Competition, in Fontainebleau, France. It took me over 20 hours to finalize the final paper based on the Marvel case. I learned a lot doing this final report and taking this elective. I recommend the course!
- Then I did Entrepreneurship and Family Business and it was a very interesting subject, although I don't have any businesses in my family. I built my own startup when finishing my MBA and this subject allowed me to learn a little more about how to set up a business.
- Finally, I did the Managing in New Asia course that was extremely rich as I was able to learn more about the Asian markets and cases in China, Japan and India, opening doors for me to learn about business models in that continent. I'm Brazilian and it's amazing how different the dynamics of the Chinese, Japanese, American and Brazilian markets are.

The professors were all international and brought a number of different perspectives that contributed and enriched the class discussions about the cases used. The Business Innovation Model professor is even the Vice-Dean of Fundação Getúlio Vargas where I did my undergrad. In addition to having deep theoretical knowledge, the professors had enormous practical experience.

Accommodation

Instead of staying in the dorm house of the university, I lived in the city and I don't think it was a good idea, as the university's residences are much cheaper.

Visa

I did not need a Visa because I stayed less than 3 months.

Insurance and Health Services

I have an international health insurance so I did not require one to go to Japan.

Living expenses

Good food in Japan is very expensive but it's worth it. Instead of going to sushi places, try to buy fresh fish in the fish markets because it is cheaper.

Also, don't take taxis, because it is very expensive.

Living in the dorms far away from the city center but it is much cheaper than renting an apartment, so consider staying with your fellow exchange students in the NUCB residence.

Travel is expensive. But you should travel a lot! Money comes and goes. The experience of travelling in Japan is unique. Don't miss it!!

Food

Go to the Tsukiji Market in Tokyo to eat fresh fish. Don't forget to try the Genghis Khan barbecue in Sapporo. In Nagoya don't forget to try Sugakiya Ramen and Miso Katsu.

Night life

I enjoyed nightlife with my fellow exchange students from the university. It was a good way to interact with different people. Orca and ID Café are great places. The best is after classes, go to the park to drink with your friends!!

Tips

You should ask the NUCB Staff for anything you need. Narumi and John are great people and they will support you with anything.

Go to the Tuna Auction in Kumano and to the Unesco Heritage Shirakawa-Go.

Photos







